

shipping

MANAGEMENT



MAY, 1960

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WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER



The TRUTH about the
Commerce Department's
transport study—P. 8

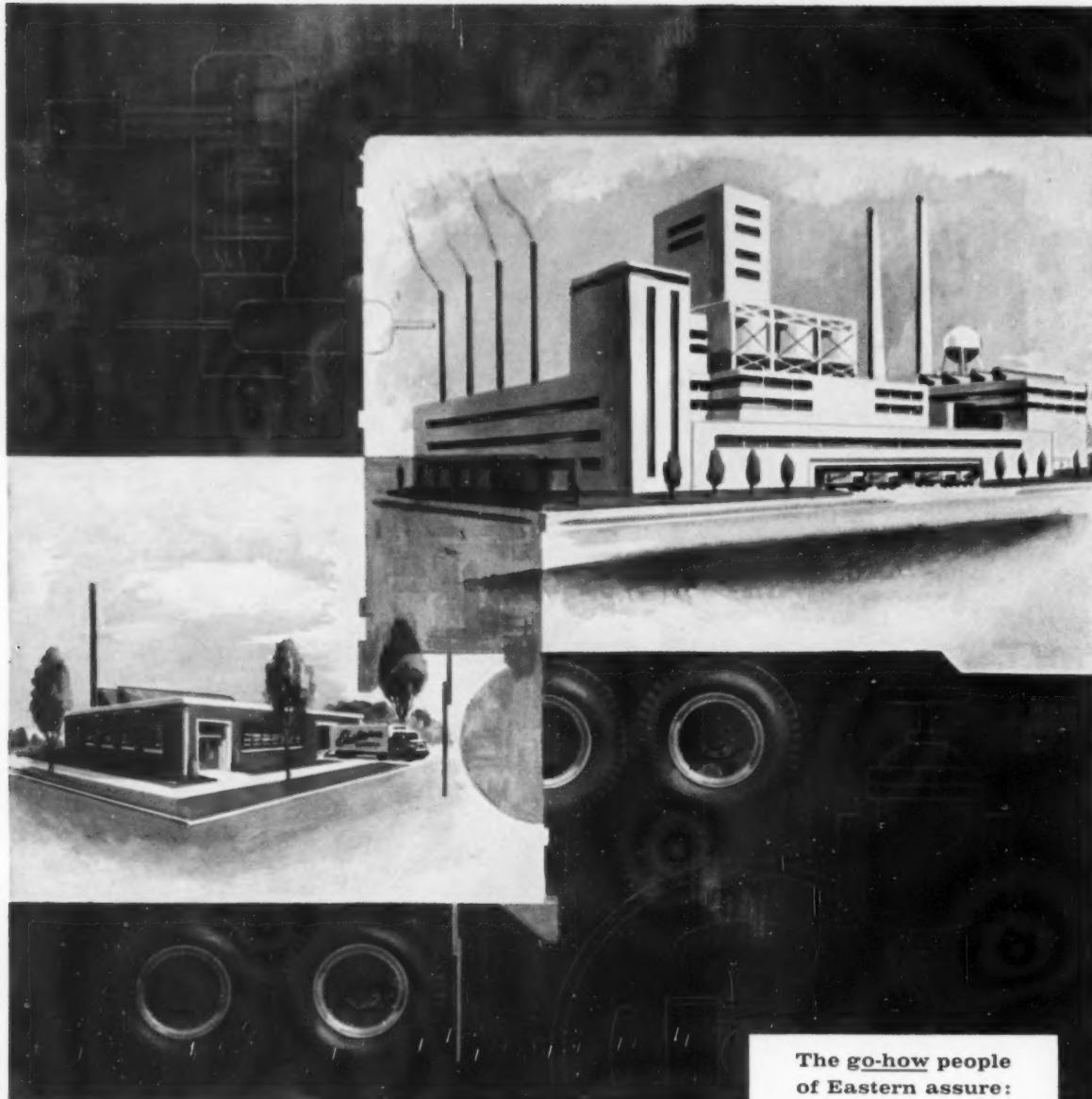
High-speed labeling
expedites Chrysler
auto shipments—P. 18

1960 AMA Packaging
Exposition: What's
new in packaging—P. 28

CRC Spring Meeting
roundup, analysis—P. 17

How the Book-Of-The
Month beats the clock
with air cargo—P. 12

CLOSING THE DISTANCE BETWEEN MATERIALS AND MARKET . . . THE MODERN MOTOR CARRIER: EXPANDING MARKETS



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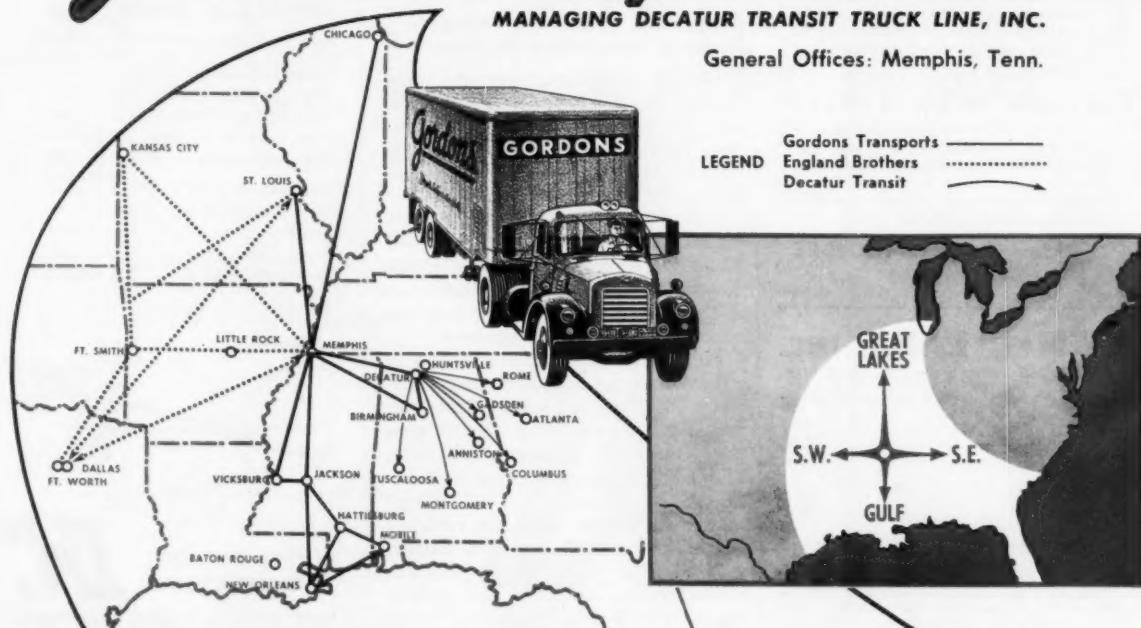
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May, 1960

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piggyback expedites Fawcett-Dearing magazine deliveries

Getting magazines out and onto the nation's newsstands on time calls for speedy, dependable transportation. That's why the Fawcett-Dearing Printing Company of Louisville relies so heavily on piggyback service.

F-D's high speed presses operate around the clock, printing well over 30 million magazines and catalogs per month. Hauling these publications out of the plant to key cities all over the nation is a mammoth assignment.

Piggyback, though, makes it a snap, reports Kathryn Mandlehr—F-D's Director of Transportation. Outbound publications are loaded aboard container-equipped highway vehicles. They are then moved to the railroad. There the containerload of magazines is disengaged from the vehicle's chassis and placed aboard a flatcar.

Presto! The magazines are on their way—speedily, smoothly, and with a minimum of fuss and confusion.

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May, 1960

**IN THIS ISSUE . . .****Packaging—1960**

Matching recent advances in traffic & transportation, the packaging industry is providing shippers with the best containers and protective packaging materials ever.

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The TRUTH about the Commerce Department's transport study

Danger! The Commerce Department has recommended that U.S. transportation be "deregulated." Here's what the OK by Congress of Commerce's beliefs could mean to the nation's transportation patterns—and to you!

8

Why Columbia Gas is shifting to "compact" company cars

Target: more economical and efficient company car fleet operations. Columbia Gas approach: a big switch to low cost U.S. "compacts."

10

How the Book-Of-The-Month-Club beats the clock with air cargo

The B-O-T-M-C's problem: processing and shipping phonograph records as speedily and efficiently as possible. The Club's solution: forwarding orders to record warehouses via fast, dependable sky freight.

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CRC Spring Meeting roundup: Motor carriers train their sights on super-efficient highway shipping

What happened at last month's ATA Customer Relations Council meeting in Dallas? How are motor freight carriers planning to provide highway shippers with the best service in trucking history? Here's a complete, on-the-spot report on the CRC conclave.

17

High-speed labeling system expedites Chrysler auto shipments

Up-to-the-minute label gluers! That's the Chrysler Corporation's answer to the problem of applying "suggested retail price" labels on every outbound car.

18

What's new in protective packaging?

Safeguarding in transit merchandise, easing handling, reducing distribution costs! These are the key aims of packaging manufacturers, researchers, and engineers today. What are they doing to attain their goals? Plenty.

28

How to be an outstanding traffic manager—Part II

Here's the second section of **Shipping Management-National Hi-Way Shipper's** analysis of the qualities and abilities that make a traffic executive an invaluable member of his company's management team.

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SPECTOR

THE LIFE'S WONDERFUL LINE

SPECTOR - MID STATES		THE LIFE'S WONDERFUL LINE										SPECTOR				
<i>Customized</i>		SERVICE SURVEY														
FOR	CENTRAL CORPORATION		DATE FEB. 2, 1960		TERMINAL CHICAGO		BY R. LERKIN									
EQUIPMENT REQUIRED												<input type="checkbox"/> Van	<input type="checkbox"/> OpenTop	<input checked="" type="checkbox"/> TempVan	<input type="checkbox"/> Flatbed	<input type="checkbox"/> Containers
POINT	STATE	SHIP	SHD	LINE	INDUSTRY	TERMINAL	SHIPPING METHOD	TIME	STOP-IN TRANSIT	TRAFFIC DATA	Normal Speed (in miles)					
1 EAST HAVEN, CONN.	X	X		BPT	X X						42 66					
2 PORTLAND, MAINE	X	X		BOS	X						48 72					
3 BALTIMORE, MD.	X	X		BAL	X						40 66					
4 ATHOL SPRINGS, N.Y.	X	X		BUF	X						36 59					
5 NEW YORK, N.Y.	X	X		NY	X X		NEW YORK * NEWARK		STOP OFF PRIVILEGES		36 55					
6 REVERE, MASS.	X	X		BOS	X)						48 72					
7 BOSTON, MASS.	X	X		BOS	X)		POSSIBILITY OF CONSOLIDATING FOR TL RATE				48 72					
8 QUINCY, MASS.	X	X		BOS	X)						48 72					
9 RUSSELL, MASS.	X	X		SFM	X						48 72					
10 NEWARK, N.J.	X	X		NWK	X X		NEWARK * NEW YORK		STOP OFF PRIVILEGES		36 60					
11																
12																
13																
14																
15																



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3100 S. Wolcott Ave., Chicago 8, Illinois

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May, 1960

OPERATIONS REPORT



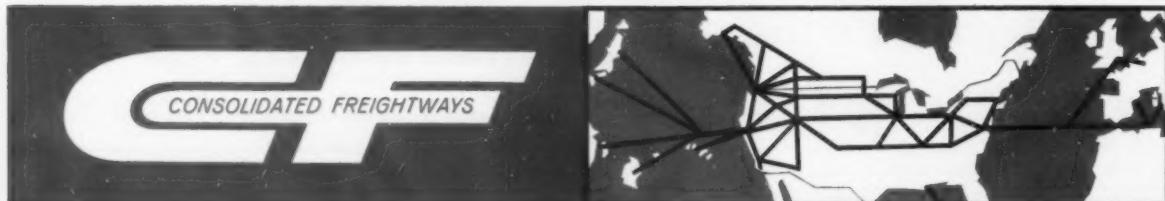
Is your business along these routes?

More than 30 years ago, Consolidated Freightways began giving overnight truck service to communities in the Pacific Northwest. From the first, its management extended service to other communities as rapidly as possible, believing that commerce would follow wherever good freight service was provided. Equally important through the years has been a consistent policy of diversification — in equipment, in type of service, in facilities. Today CF means not only complete and versatile general commodity serv-

ice, but a wide variety of specialized transportation and related activities.

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CONSOLIDATED FREIGHTWAYS



TRANSPORTATION WITH IMAGINATION

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shipping

MANAGEMENT

combined with



Packaging—1960

● Transportation has been moving forward at such a slam-bang pace in recent years that its achievements have shoved the tremendous advances registered by industrial packaging, over the same period, into the shadows.

Containerization, the advent of the Jet Age, piggyback, double-bottoms, and similar transport developments have monopolized the TM's attention. The blueprinting of the widest array of superior containers and protective packaging materials ever created, consequently, has been forced to play "second fiddle" to transportation's progress.

Therefore, last month's American Management Association 29th Annual Packaging Exposition—dramatically underscoring recent triumphs chalked up by the packaging industry—proved a real eye-opener to the TMs visiting it. Result? A new appreciation on the part of traffic executives for what America's packaging manufacturers, engineers, and researchers have done and are doing to safeguard and expedite shipments.

No traffic manager, stopping at the Exposition's various exhibits, could help but be impressed by what he saw. Brought to his attention were a whole host of advanced corrugated containers, designed to withstand tremendous pressures, yet amazingly light and easy to handle. Also on display were up-to-the-minute gummed and pressure sensitive tapes of astounding strength; new marking and labeling devices, calculated to speed up the processing and shipping of outbound products; and interior packaging materials endowed with a new efficiency and dependability.

On behalf of America's traffic executives, *Shipping Management-National Hi-Way Shipper* would like to say, "Thanks—and well done!" to the nation's container, packaging material, and packaging equipment manufacturers—dynamic and creative partners in traffic-transportation's all-out drive to up shipping-receiving-warehousing efficiency, reduce loss and damage, and slash distribution costs.

Publisher

THE TRUTH ABOUT THE DEPARTMENT OF COMMERCE'S TRANSPORT STUDY

Warning! Commerce's suggestions could unhinge our transportation system and pose major problems for traffic managers everywhere.



● The long-awaited Department of Commerce review of Federal transport policies has at last been made public. So have the Department's 78 recommendations for legislative and administrative steps designed, Commerce Secretary Frederick Mueller claims, "to produce the best possible transportation at the lowest possible cost."

Object of the Department's report: the gradual economic "deregulation" of transportation. Key recommendation: "Common carriers . . . should have greater rate and route freedom." Result: a resounding triumph, not for effective, economical transportation, but for the railroads.

What the nation's tired, inept, poorly managed, unimaginative railroads have not been able to do for themselves, the Department of Commerce's report and recommendations would do for them. Railroads would be given a new hunting license to compete with superior and more efficient forms of transportation—such as motor freight—not on the basis of service to the shipper, speed, and dependability, but by using destructive and discriminatory rate weapons to crush their opponents.

motor freight's comments

John V. Lawrence, Managing Director of the American Trucking Associations, echoes our sentiments—and those of a growing number of traffic-transportation executives—when he points out that the new Commerce Department study heavily favors the railroads.

"The Commerce Department study of Federal transport policies comforts and abets the railroads in at least two major aspects of their long-time campaign to gain legislative and regulatory advantages over their competitors.

"Railroads have, over the years, unsuccessfully attempted to persuade Congress to permit their free entry into ownership and control of competing forms of transport. A first study of this new report reveals it would lower these bars on the basis of some vague 'public advantage,' although Congress, more than a score of times, has judged that the public interest dictates against such control as monopolistic."

Continues Mr. Lawrence: "On the subject of freight rates, which financially powerful railroads have traditionally used to cut the ground from

under competitors to the extent which the Interstate Commerce Commission might allow, this report likewise proposes new and vague yardsticks which would be harmful to shippers and carriers alike.

"The (Department's) recommendations on rate regulation would appear to restore substantially to the railroads the destructive and discriminatory rate weapons they had prior to regulation and which originally prompted Congress to enact restrictions.

a memo to Congress

"We are confident," Mr. Lawrence declares, "that these parts of the study will get the closest and most critical scrutiny by the Congress and, that in the light of its great past experience with similar proposals, the Congress will reject them.

"While, in its general language, the report seems to counsel against common ownership of transport modes," the ATA's Managing Director warns, "yet in its legislative recommendations it would open the door wide to such action. Our first review of the report makes it clear that, regardless of its avowed purposes and other details, it comforts and abets the railroads in at least two major aspects of their long-time campaign to gain legislative and regulatory advantages over their competitors.

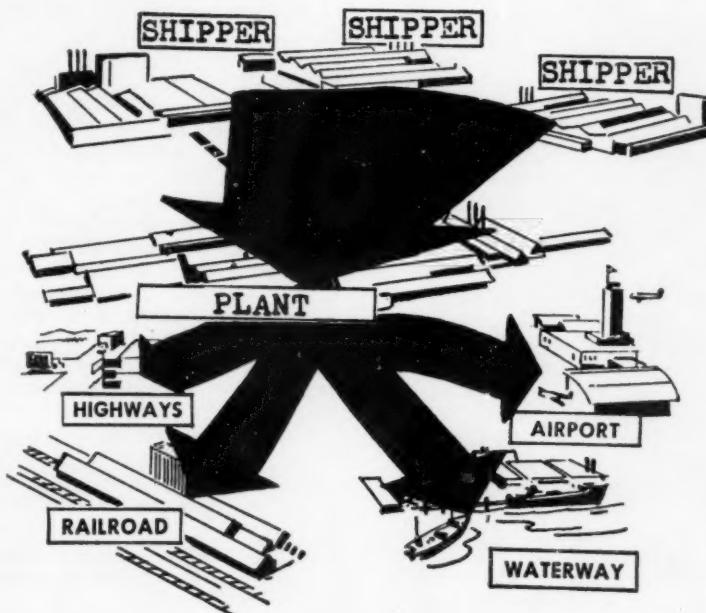
"The general body of the report makes numerous suggestions that railroads help themselves out of their much-heralded difficulties by forming consolidations; eliminating duplicating facilities; and confining themselves to jobs for which they are most suited. Some recommendations are made in those areas.

"However, of more concern to the motor carrier industry, to the public, to shippers, and to traffic-transportation executives will be the proposals which would result in great disruptions throughout transportation."

The trucking industry is not alone in its concern over the Commerce Department's report and recommendations. America's waterways operators are likewise seriously worried about some of the Department's proposals.

Says Braxton B. Carr, President of the American Waterways Operators, Incorporated: "Inland water carriers are opposed to any Federal policy designed to give the railroads a larger share of the transportation market, at the expense of other modes, as im-

Lawrence: "The study aids the railroads in their long-time campaign to gain legislative & regulatory advantages over their different competitors."



plied in certain parts of the Department of Commerce's study.

"The report's various recommendations to relax certain railroad regulatory controls will be examined very carefully by the water carrier industry because of the possibility that any such regulation might result in destructive rate-making and monopolistic practices."

How do traffic-transportation executives feel about the Commerce Department's analysis of Federal transport policies? A random sampling of TM opinion, taken by *Shipping Management-National Hi-Way Shipper*, reveals that most traffic-transportation executives feel Commerce's proposals may prove far more disruptive than

beneficial to the nation's transportation system.

Declared one traffic manager, who directs traffic-transportation at one of New York's largest hardware distributing firms: "We rely heavily on trucks to get our goods to our customers. And in the years we've been using motor freight, our carriers have never let us down.

"If the Commerce Department's recommendations are designed—and it looks that way to me—to bolster railroads at the expense of trucking, I'm dead-set against them. And you can bet your bottom dollar you'll find plenty of other traffic managers around the country who feel exactly the way I do!"

Why Columbia Gas is shifting to "compact" cars



The big switch is on! And it's gaining momentum! More and more economy-minded firms around the nation are moving away from standard-size company cars to "new" compacts, now beginning to roll off the assembly line in substantial numbers.

Meaning to TMs, currently responsible for the purchase and assignment of company cars at more than 30% of all concerns operating such fleets? The new trend provides a golden opportunity to reevaluate the efficiency of current fleet operations and to slice personnel transport costs drastically.

That's precisely what's been happening at Columbia Gas System, Incorporated. After an intensive analysis of its present and future transport needs, Columbia has decided to buy 800 spanking-new "compacts" and integrate them into its fleet operations. Estimated saving in fleet acquisition and operating costs during the next four years: a walloping \$340,000!

Servicing a seven-state area, Columbia supplies natural gas to over 2,500 industries and three million people. It operates out of three key centers—in Pittsburgh; Columbus; and Charleston, West Virginia.

To meet its personnel transport requirements, Columbia will begin to move its new U. S. "compacts" into its motor vehicle fleet as quickly as possible.

Reports George S. Young, Columbia's president: "Under our vehicle replacement policy, it will require four years for the 800 'compacts' to be integrated into the System's fleets. Our autos are usually replaced on the basis of three to four years service and 45,000 miles of use."

"Combined savings in initial acquisition costs and gas consumption will approximate \$340,000 for the four year period. After the fourth year—when the compact cars will be fully integrated into our fleets—annual savings should approximate \$125,000."

The gas system's decision to utilize U. S. "compacts" is based squarely on an extensive survey of its vehicle needs. In addition to this study, Columbia thoroughly explored the comparative value of both European and American cars, before launching its U. S.-made "compact" acquisition program.

Key factors underlying Columbia's choice of American manufactured compact cars:

1. The vehicles have sufficient power for maintaining normal cruising speeds.
2. Automatic transmissions are available, when required.
3. The U. S. "compacts" have adequate capacity for carrying essential tools and luggage.
4. American compact cars have sufficient ground clearance to negotiate country roads.

Using a mobile telephone installed in his car, a Columbia Gas System inspector reports on the progress of a pipeline construction job.

Because of Columbia's diversity, its vehicles are used to perform a variety of tasks. The new "compacts", for example, will see service in virtually every facet of gas operations, including production; transmission; underground storage; land and leasing; customer service; and business promotion.

Columbia estimates that it will save \$200-per-car by purchasing "compacts." Within four years, therefore, it estimates it will have saved \$160,000 on its acquisition of 800 vehicles. Present plans call for the purchase by the gas company of about 200 "compacts" in each year through '63.

What about gas consumption? Again, Columbia officials paint a rosy picture. They estimate that "compacts" will give about five extra driving miles per gallon of gasoline. Thus, the System's savings on gas consumption should hit about \$18,000 or over in 1960 and \$72,000 annually by 1963. Total savings for the four years: \$180,000.

a variety of "compacts"

In so far as its choice of U. S. "compacts" is concerned, Columbia has none. Chrysler's Valiant; Ford's Falcon; General Motors' Corvair; Studebaker-Packard's Lark; and American Motors' Rambler all proved of equal merit in meeting Columbia's needs.

Declares Mr. Young, summing up the reasons underlying Columbia's shift to compact cars: "We have a responsibility to the public to provide the best possible natural gas service at the least possible cost to our consumers. That's why we're always seeking cost-cutting procedures and devices. Our acquisition of U. S. 'compacts' fits this operating philosophy perfectly."



Five new compacts are examined by Columbia personnel.



This is "Pack'y" – the flying elephant – our new symbol the mark of quality and leadership found in the products manufactured by Highway Trailer

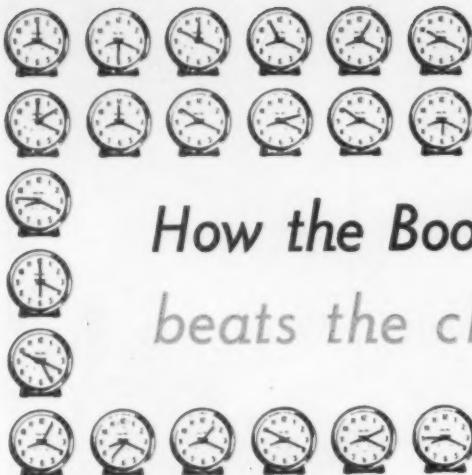
Pack'y (pak'ī), *n.* Short for the word pachyderm and/or packing. **1.** He is a flying elephant who moves through the air with the greatest of ease. **2.** He serves his owner faithfully for many years. **3.** Considering his size, tremendous hauling capacity and strength, he costs little to maintain. **4.** He is powerful, solidly built and moves swiftly with the heaviest loads. **5.** An elephant never forgets and

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May, 1960



How the Book-Of-The-Month-Club beats the clock with air cargo

The Book-of-the-Month Club is "buying time" with air freight. Utilizing sky cargo, it is speeding phonograph record orders to its customers all over the nation in only a fraction of the time required by other shipping methods.

Late last year, when the Club joined with RCA Victor to sell records by mail, it marked the start of one of the hottest record direct selling ventures ever undertaken. The arrangement? The Club would provide names, direct mail experience, and order handling. RCA, for its part, would produce the records and provide the shipping facilities needed to rush its records to Club customers.

a walloping success

Boom! From the start, the venture caught on with the public in a big way. As a matter of fact, it far outstripped the Club's and RCA's fondest hopes. As experienced as it is in mail order sales and adept as its staff is in processing orders, the Club found itself literally swamped with requests for records.

Outcome? The Club found itself unable to fulfill its orders with the speed and dispatch for which it's noted.

What happened? Club and RCA officials huddled and came up with a unique scheme, one that has completely eliminated order shipping delays and enabled the Club and RCA to cope effectively with the avalanche of requests that has descended upon them. Hub of that plan: speedy, dependable air freight.

To help expedite deliveries, one of the country's top freight forwarders was called in to provide daily pickup of orders from the Club's GHQ in

New York for next day delivery to RCA's warehouses in Hollywood and Indianapolis. (RCA's plant in Rahway (N.J.) fills Eastern Area orders.)

Under this arrangement, the forwarder picks up hundreds of pounds of orders at the end of the work day; rushes them aboard outbound aircraft; and sees to it that they are flown to RCA's warehouses overnight. Delivery: next morning.

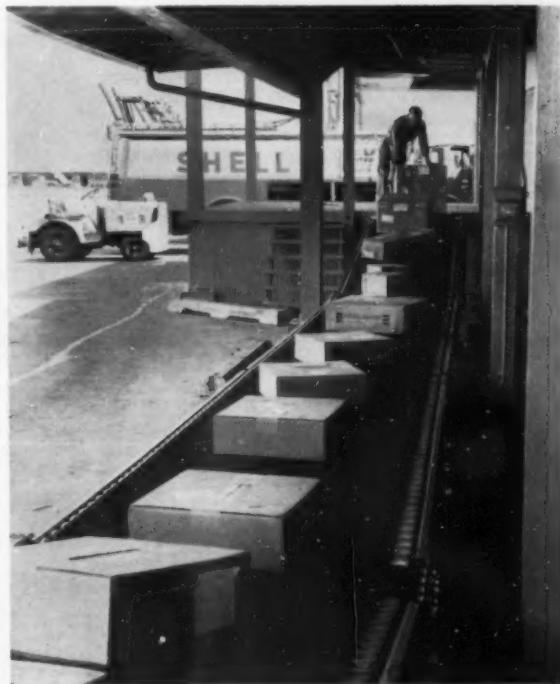
Basically, these orders are a combination of an invoice and an address label for individual shipments. They are pre-sorted at the Club by record

type—classical, popular, etc.—and by album number.

Upon their arrival at RCA's warehouses, the orders are dispatched to the appropriate assembly line, where the records move along a belt. Already packaged for shipment, all the recordings require is an address label.

Less than 24 hours after the orders have left New York, the records are ready to go. Hauled to post offices in Los Angeles and Indianapolis, they are sent on their way—the culmination of a superb distribution operation, relying heavily on dependable air cargo.

Speedy handling units, Grade A procedures move B-O-T-M-C orders to their destination smoothly & efficiently.



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Denver . . .	AComa 2-5781
Grand Junction . . .	CHerry 2-4100
Salt Lake City . . .	HUnter 4-4481
Las Vegas . . .	DUDley 2-4730
Reno . . .	FAirview 2-0827
Sacramento . . .	FRontier 1-6873
San Francisco . . .	EXbrook 2-1055
Oakland . . .	OLympic 4-1274
Los Angeles . . .	ANgeles 2-3182

RINGSBY
TRUCK LINES, INC.
GENERAL OFFICES DENVER, COLO.

LINE OF THE ROCKETS

CHECK NO. 8 ON HELP-O-GRAM COUPON

May, 1960



FOR YOUR SMALL SHIPMENTS

When industry calls Pilot, service answers! Every shipment regardless of size receives that BIG Pilot attention. This is second nature with us, for this is our way of doing business. This is our attitude, for with Pilot, "Service is a Frame of Mind."

Get BIG service every time for every shipment . . . call Pilot.

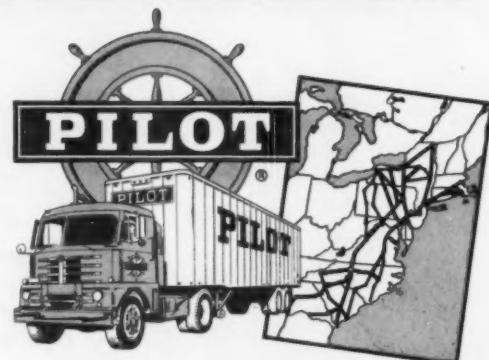
Pilot Freight Carriers

INCORPORATED
GENERAL OFFICES — WINSTON-SALEM, N. C.

ALBANY, N. Y. ASHEVILLE, N. C. ATLANTA, GA. AUGUSTA, GA. BALTIMORE, MD. BINGHAMTON, N. Y. BOSTON, MASS.
BRIDGEPORT, CONN. BUFFALO, N. Y. CHARLESTON, S. C. CHARLOTTE, N. C. CRANSTON, R. I. COLUMBIA, S. C. DURHAM, N. C.
GREENVILLE, S. C. HICKORY, N. C. JAMESTOWN, N. Y. LAURINBURG, N. C. MOONACHIE, N. J. NEW YORK, N. Y. PHILADELPHIA, PA.
ROCHESTER, N. Y. SAVANNAH, GA. SHELBY, N. C. SYRACUSE, N. Y. UTICA, N. Y. YORK, PA. WINSTON-SALEM, N. C.

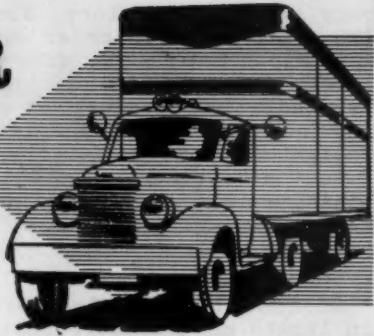
CHECK NO. 9 ON HELP-O-GRAM COUPON

14



Shipping Management — National Hi-Way Shipper

VIA MOTOR CARRIER



Out to improve its over-the-highway service to shippers, Ringsby Truck Lines, Incorporated, has ordered 60 truck-trailers from the Highway Trailer Company. The order calls for 50 closed-top and 10 open-top Freightmasters.

Ringsby operates over a network of 9,228-miles of routes. States serviced: California, Nevada, Utah, Wyoming, Colorado, Nebraska, Kansas, Iowa, Missouri, and Illinois. It maintains terminals in 24 cities ranging from Chicago to the West Coast.

Growth is in the air at the Los Angeles-Seattle Motor Express Company. LASME has ordered 80 new trailers and 15 tractors, plus miscellaneous city equipment for its eight terminals . . . The Central Committee of the Central States Motor Freight Bureau recently approved a general increase in motor freight rates. The group OK'd Docket No. 37260, increasing all class and commodity rates 10¢ per cwt. on shipments under 2,000-pounds; 5¢ per cwt. on shipments between 2,000 and 5,000-pounds; and 2¢ per cwt. over 5,000-pounds and including truckloads. Minimum charges will be increased by 50¢ while accessorial fees will rise by 10%. No effective date has been announced and the carriers have agreed to meet with the Central Territory Traffic Conference, composed of shipper organizations in Central territory, to discuss the proposed increase.

Transcon Lines will construct an up-to-the-minute, \$750,000, 36-door freight terminal in Atlanta. Expected completion date: early in September . . . Allied Van Lines will test tandem trailers on the New York State Thruway.

How will containerization affect motor freight? Says William J. Bird, assistant general manager of the Dodge Division, Chrysler Corporation: "The expansion of containerization will bring about a greater utilization of trucks in the '60s. Why? Because it allows an interchange of cargo loads—as a unit—from ships to trucks, planes to trucks, trains to trucks, and trucks to trucks—without delay."

Completed and moving into high gear: Chief Freight Lines' new 40-door terminal in Kansas City, Kansas. The carrier serves Kansas, Missouri, Oklahoma, and Texas . . . Jones Truck Lines (HQ: Springdale, Arkansas) has installed a long lines telephone network linking up its 16 terminals. Result: faster, more efficient dispatching; more effective tracing . . . Wisconsin has upped its maximum gross truck weight from 68,000-pounds to 73,000-pounds.

Expanding its over-the-highway fleet, Crouch Brothers, Incorporated, has just received 43 new heavy-duty International tractors. Crouch GHQ: St. Joseph, Missouri. Area served: Missouri; Arkansas; Illinois; Iowa; Indiana; Kansas; Nebraska; and Oklahoma . . . 1960's National Truck Roadeo has been slated for St. Paul. Date: September 15-18.

Tighter, more effective control over every outbound and inbound shipment! That's the prime aim underlying T.I.M.E.'s recent installation of a private line continuous telephone system linking its 20 terminals.

The network, T.I.M.E. officials point out, is being employed primarily for customer service. Using it, the carrier's terminals may communicate directly with one another through T.I.M.E.'s Lubbock (Tex.) GHQ, where the system's main trunk line is located.

"Installation of this new transcontinental private telephone system provides us with tighter control over each and every shipment," says T.I.M.E. VP-Transportation Giles W. Dalby. "It should be particularly valuable in expediting our tracing operations."

Another advantage of the system: T.I.M.E.'s private line teletype network—now freed of its customer service duties by the new telephone setup—may be utilized more effectively by the carrier in directing and controlling its far-flung highway vehicles.

Now available from Interstate Motor Lines, Incorporated: a comprehensive 72-

page routing directory, featuring three IML route maps; 16 major city commercial zone maps; indicating local pickup and delivery service areas adjacent to major IML terminals; and a variety of over-the-highway facts and figures of interest to motor freight shippers and receivers.

Want a copy? Write to Interstate Motor Lines, Public Relations Department, 235 West Third South, Salt Lake City 1, Utah.

Good news! Tractor-trailers up to 50-feet in length may now move unhindered to and from any point in the U.S. Reason? The last five "holdout" states have raised their maximum limits . . . Mercury Motor Freight Lines has opened a new terminal in Milwaukee. Address: 545 Layton Avenue.

Few over-the-highway fleets in the nation today can compare with the Denver Chicago Trucking Company's for modernity and super-efficiency. In recent months D-C has received more than \$1 million's worth of ultra-modern highway equipment, designed to make its motor freight force one of America's finest. Additions include: 32 diesel-powered tractors, to be used between Denver, Kansas City, St. Louis, and Chicago; 35 vans; and 20 spanking-new refrigerated trailers.

Expansion is still the big story at Johnson Motor Lines. Now the carrier has announced plans to acquire the Emmott-Valley Transportation Company of Uxbridge, Massachusetts, subject to approval by the Interstate Commerce Commission.

Under the terms of an agreement reached by the two freight lines, Johnson "would assume the operation of the Uxbridge firm upon approval of its application for temporary authority by the ICC. With the granting of final authority by the Commission, Johnson would then acquire all of the capital stock of Emmott-Valley."

Emmott-Valley has general commodity authority between New York-New Jersey and New England. Johnson's authority, on the other hand, is limited to textile shipping from the South to points between New York and Boston, but covers general commodities between Boston, New York, and the South.

Result of the acquisition? Johnson will be able to furnish highway shippers with expanded service between New York-New Jersey areas and points in New England, the Middle Atlantic states, and the South.

Ringsby Truck Lines has established a new and separate Bulk Commodity Division. Purpose: to expand specialized services to shippers.

According to Gail H. Crawford, Ringsby's executive vice president and GM, the car-

rier has purchased California Express of Fort Worth, a bulk commodity line serving shippers in California; Arizona; New Mexico; Texas; Oklahoma; and Colorado.

"The new division will specialize in hard-to-haul materials," Mr. Crawford reports. "It will conduct extensive research in custom-built bulk commodity equipment."

Bold, striking, and as ultra-modern as the motor freight carrier adopting it. That's the Interstate System's new eye-catching trademark—one you'll be seeing a lot of in the years ahead.

Created specifically for America's eighth largest highway carrier by Raymond Loewy Associates, the trademark is composed of a black letter "i," superimposed over a red letter "s." The design replaces the familiar blue-and-white shield which has served to identify the Interstate System since 1937.

Why the switch? "We feel that the new symbol reflects our company's progressive spirit and plans for growth in the years ahead," explains Elmer G. Meyers, Interstate's VP-Sales.

If the Interstate System's growth in the future even begins to approach its past achievements, the carrier should add substantially to its reputation as one of the nation's most efficient, dependable, and service-conscious motor freight lines.

The Interstate System currently offers direct, single-line service to over 9,000 points, ranging from the Atlantic to the Rocky Mountains. It maintains 78 terminals in 24 states; racked up a total operating revenue of over \$50 million last year; and expects to boost its revenue to a sizzling \$65 million in '60.

One king-sized headache posed by the switch to the new trademark: the remarking—in a hurry—of Interstate's 3,350 tractors, trailers, and trucks. The carrier has already remarked its city pick-up vehicles and delivery equipment and is well along in its "crash" highway vehicle remarking program.

L. D. Rahilly and E. G. Meyers, with new trademark.



Shipping Management — National Hi-Way Shipper

1960 CRC SPRING MEETING ROUNDUP & ANALYSIS

● Objective: the finest over-the-highway service in history.

The trucking industry's approach: a sweeping terminal and equipment modernization program; the development of advanced freight handling and processing procedures; and a mounting drive to encourage more effective cooperation between all forms of transportation.

Speaking before the ATA Customer Relations Council, holding its Spring Meeting in Dallas April 24th-27th, ATA President Welby M. Frantz emphasized the importance of coordinated transport service.

Declared Mr. Frantz: "There will be an increasing interest in coordinating service between the different types of transportation . . . I, myself, firmly believe that, by means of joint rates and service agreements, rail and trucks, airlines and trucks, pipelines and trucks, and water carriers and trucks will be able to work together.

"One form of transportation does not have to own the other to bring this about. All that is required is for the railroads and trucks, for example, to work out harmoniously the terms of interchange of freight and to attempt such agreements as will mutually benefit both the shipper and the carrier."

Declared the ATA chief executive: "This is being done today on a limited scale. And it will increase with the passage of time."

While underscoring the motor freight field's desire to achieve closer links with other carriers, Mr. Frantz turned the spotlight on one segment of transportation which is resisting cooperation and coordination, rather than fostering it. That segment: America's railroads.

"The nation's railroads," Mr. Frantz holds, "are pouring hundreds of thousands of dollars into a campaign to own and operate truck lines without restrictions.

"This massive campaign is aimed at shippers, legislators, farmers, and

the general public. Its purpose? To convince these interests that the railroads must diversify to survive."

(Federal transport law, of course, strictly limits railroad operation of trucks to providing service which is auxiliary and supplemental to their rail service.)

Citing testimony he presented at a recent Congressional hearing, dealing with six bills which would permit railroads to enter into the unrestricted operation of trucks, airplanes, and barges, Mr. Frantz dramatically hammered home the point that "such an invasion would be harmful to the public interest and destructive of the trucking industry.

"We can't believe it would be good for the country to allow any type of carrier with \$27 billion invested in facilities for its major service to enter the trucking industry as a sideline. It could—and I believe it would—be enormously disruptive and deadly both to the independent industry and to progress within motor carriage."

Concluded the ATA President, who also is executive vice president of Eastern Express: "It seems impossible to believe that the railroads would make much of an effort to improve the service (of their trucking subsidi-

aries) so as to create even tougher competition for their rail operations."

Aside from Mr. Frantz' spirited speech, still another CRC Spring Meeting highlight was the naming of the winners in the Council's annual Advertising Contest.

Top honors, for its Over-All Advertising campaign, went to Eastern Express. The Spector Freight System, for its part, walked off with a first place in the Best Single Advertisement classification; a second in the Best Single Mail Piece class; and a third in the Over-All Advertising Campaign grouping.

Judged the winner in the Best Mail Campaign category was Gateway Transportation, while Merchant's Motor freight was a runner-up. Interstate Motor Lines, meanwhile, came home a winner in the Best Single Mail Piece grouping, while Pilot Freight Carriers won first place in the Best Space Campaign section of the competition.

Other carriers honored, included: Central Motor Lines, runner-up to Spector for the Best Single Advertisement Award, and East Texas Motor Freight and Constructors Transport, both given special citations for general advertising excellence.

Frantz: "An increase in cooperation between all transportation modes is ahead."





A Chrysler employee affixes a label to the window of an outbound car. (Photos by the Glue-Fast Equipment Company.)

HIGH-SPEED LABELING SYSTEM EXPEDITES CHRYSLER AUTO SHIPMENTS

Under a recently established Federal regulation, all automobile manufacturers must apply a "suggested retail price" label to a side window of every car leaving their factories.

Challenge confronting America's auto makers: to evolve labeling procedures designed to enable employees to affix these labels as quickly and as easily as possible and to keep new cars moving to dealers all over the nation.

The Chrysler Corporation's approach: a simple—yet highly effective—labeling setup, utilizing low-cost, high-performance label gluers.

Shortly after the new U.S. Government regulation was announced, Chrysler's Systems and Procedures Department immediately began hunting for a simple, speedy, and flexible way to meet the requirement.

One of the first steps taken by Systems and Procedures was to bring Chrysler's traffic department—a unit with priceless experience in labeling for shipment—into the project. Purchasing was also called in.

Following a thorough exploration of the situation, the Chrysler units decided to seek the aid of one of the nation's foremost label equipment concerns—a firm with a wide background and experience in the application of labels and the development of glues for all labeling requirements.

The labeling equipment company's engineers promptly evolved a unique label-edge-strip-gluer. Chrysler's top-notch traffic department in Detroit then proceeded to put the unit through its paces.

Result? The adoption by Chrysler of the label-edge-strip-gluer as the key component in its labeling operation.

Because each label must be affixed firmly, but not so firmly that it presents a removal problem for an auto dealer, after a car is sold, the label-edge-strip-gluer is adjusted to apply a thin 1/2" strip of glue to the top and bottom of the label. Procedure: the operator runs the label through the label-edge-strip-gluer, after which the label is affixed post-haste to the

automobile's side glass.

A special liquid glue, developed by the labeling equipment company specifically for the application of paper to glass, further expedites Chrysler's labeling operation.

Easy-to-operate and a snap to maintain, the label-edge-strip-gluer has met Chrysler's "suggested retail price" labeling needs perfectly. Produced of bronze and aluminum, the device consists of two components—a well for glue storage and a set of rollers geared to transfer glue from the well to the label.

Merely by moving the glue-applying rollers to the desired position, the mechanism may be adjusted to apply glue to any part of a label. In addition, it may be converted into a regular full label gluer by removing the strip glue-applying roller and replacing it with a standard application roller.

More information on the label-edge-strip-gluer discussed in this article? Check #96 on the Help-O-Gram card, found on page 44.

Chrysler's gluer makes the application of strips of glue to ungummed labels a snap!



A roller system, transferring glue from reservoir-to-label, is a key gluer facet.



International Harvester does World Trade at Jet Speed via B·O·A·C!



The overseas customer for International Harvester products and equipment requires deliveries that can only be met with careful cargo scheduling. For that reason, International Harvester uses BOAC Cargo service to insure swift, prompt shipments throughout the world.

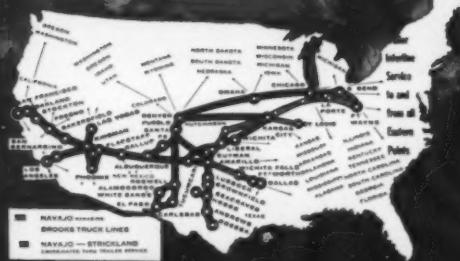
Trans-Atlantic and Trans-Pacific shipments from International Harvester's Mid-West plants are carried at jet speed to keep farm machine and implement parts, construction equipment and motor truck parts on the shelves of their distributors with a minimum amount of inventory. This means that breakdowns can be readily repaired, drastically reducing costs of idle equipment.

BOAC offers frequent world-wide flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto. Offices also in Atlanta, Buffalo, Cleveland, Dallas, Los Angeles, Miami, Philadelphia, Pitts-

burgh, Washington, Vancouver, Winnipeg. Convenient? Of course. Frequent flights from these areas means certain space for your shipment. For full information consult your freight forwarder, BOAC cargo agent, or any BOAC office.

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NAVAJO FREIGHT LINES, INC.

NATIONAL HEADQUARTERS

1205 SOUTH PLATTE RIVER DRIVE • DENVER, COLORADO

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20

D. R. Dominie's



This month, in place of his regular column, Mr. Dominie presents one of the many letters he received, commenting on his recent analysis of "scheduling carriers into and out of plants and distribution units."

● In the February, 1960, issue of *Shipping Management-National Hi-Way Shipper*, columnist D. R. Dominie analyzed "how and why carriers should be scheduled into and out of plants and distribution units." Reaction to his article: tremendous!

Among the outstanding letters received by *SM-NHS*, commenting on the piece, was one from E. C. Stibbe, Traffic Manager, Evenflo, The Pyramid Rubber Company, Ravenna, Ohio. Mr. Stibbe's comments should be of interest and value to TMs everywhere.

Declares TM Stibbe: "I have just read your article, *Listen Mr. Traffic Manager*. I feel that this article should be very helpful to industrial traffic managers intent on reducing costs.

"I think, however, that this particular article pertains to larger firms—companies with such extensive shipping operations that they may be handled on a 24-hour basis and employ a great number of motor freight carriers.

"There are, though, many instances in which smaller industrial shippers are effecting substantial savings through efficient procedures. Example: our company, which handles several million pounds per month and operates only on a normal eight-hour-a-day shipping basis.

"We are located in an area well serviced by truck lines going to all parts of the nation. We have checked closely to make certain that we are not over-serviced and don't have to handle too many trucks, coming in to pick up our traffic.

"Under our current system, we have set up 12 carriers—on a regular basis—to pick up miscellaneous freight twice-a-week. Their alternate carrier is on an opposite day. Reason? Should we miss some tonnage for the one

(Continued on page 45)

Shipping Management — National Hi-Way Shipper

Ford KOs in transit tractor damage with new paper cover

Ship heavy equipment, such as tractors and farm machinery? Plagued by in transit surface scratches, chipped paint, and dirt smudges?

Then take a tip from the Tractor and Implement Division of the Ford Motor Company. Shield your outbound components with reinforced, waterproof paper covers, specially treated to eliminate friction and end damage due to abrasion.



Cromwell Paper

Ever since Ford began using the covers, tractor damage has ceased to be a headache. The moment a tractor rolls off the assembly line at Ford's Highland Park (Mich.) Tractor Plant, a cover is dropped over it. Result? Whether stored temporarily outside the plant or dispatched to a customer or dealer, the vehicle is fully protected from unsightly grime, dust, and scratches.

trucks speed confection deliveries at Tom Huston

Efficient, flexible highway service has enabled the Tom Huston Peanut Company to hold the line against rising distribution costs. What's more, it has made it possible for the alert Columbus (Ga.) firm to meet a rugged shipping schedule.



Fruehauf Trailer

Enthusiastic is hardly the word to describe Tom Huston's feelings about truck transportation. Company officials readily admit that trucks have played a major role in the 35-year climb of the firm to a top slot in the confection industry.

Why? Tom Huston produces quality confection products. And quality confections must be delivered to customers as quickly as possible, if they are not to become stale and unappetizing.

Tom Huston gets that speed—and real economy, as well—by moving its products via truck. Last year it shipped more than 33,000-tons of confections more than 2½ million miles to its 400 distributors around the nation.

Condition on arrival? Perfect. Speed of delivery? Tops. Customer reactions to Tom Huston's shipping schedule? Tremendous.

plants with a "controlled climate"—retaining the plant's moisture, yet permitting it to breathe. Oxygen-carbon



Crown-Zellerbach

Polyethylene coated liner KOs plant shipping damage

Here's a hot tip for nursery product shippers! If its foolproof in transit protection you want, try a special pre-formed container liner of polyethylene coated kraft paper.

Developed by the Alameda County (Calif.) Farm Advisory Office and the U. S. Department of Agriculture, in conjunction with a leading U. S. container manufacturer, the liner reportedly eliminates heavy root packing.

In addition, it is said to provide

dioxide balance is maintained at a safe balance, even under shipping cold storage conditions.

In a recent opinion, the Commission has ruled that authority to haul paper mill material and supplies does not include the right to transport paper or liner board, since the term "supplies" means those things consumed in or necessary to the maintenance and operation of a plant, and the term "materials" means those things used as ingredients or parts of the finished product or structure.



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**CAN'T SELL GOODS
IN TRANSIT**

**For all your Import-Export use the carrier that
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Merchandise assured on time . . . direct from the Orient—consolidation and thru bill of lading—directional loading—save you money and speed your shipments to destination. Containerization available to stop damage and pilferage. Ship positive "Cargo Control"!

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COAST TO COAST 7 DAYS

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with the All New

***FLASHDRY
INK MARKER**

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WHEN LEFT UNCAPPED

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Wet-Wick,
Valve Action***



*It's a brand-new concept... it's the ALL-NEW FLASHDRY INK MARKER that's always ready for use. Just push down and Presto! The ink is flowing again... no matter how long the cap has been off!

- Writes on any surface, including metal
- Contains more ink than other markers at higher prices!
- 8 brilliant colors
- Guaranteed 2-miles of writing
- Can't evaporate, completely leakproof
- Replaceable tips and inks mean economy

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FOR FREE SAMPLE write: only **69¢**

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CANADA: Seal-o-matic of Canada, 2 Matilda St., Toronto

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TRANSPORTATION**

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Splendid opportunities developing rapidly in MOTOR TRUCK and other phases of The Traffic and Transportation field.

Get the facts. Mail coupon today for FREE book, "Traffic and Transportation—the Fast Growing Profession." Learn about the opportunities and how you can qualify as an expert in the TRAFFIC AND TRANSPORTATION field.

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A Correspondence Institution

417 S. Dearborn St., Dept. 597-T, Chicago 5, Ill.

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City _____ Zone _____ State _____

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Profile

**E. A. Kelloway,
President, Watson
Bros. Transportation Co.**



● Horatio Alger at his very best! That's the boy-makes-good success story of E. A. Kelloway's rise from an Iowa farm to the presidency of two top corporations and the board chairmanship of a third.

Recently named president of the Watson Bros. Transportation Company—one of the nation's foremost motor freight lines—Mr. Kelloway also heads the Imperial Casualty and Indemnity Company, a Watson subsidiary. His other assignment: board chairman and chief executive officer of the Walnut Grove Products Company, a leading producer of livestock feed supplements.

Mr. Kelloway has climbed to the top the hard way. Holding down a variety of jobs, at one time or another he has been an insurance company representative; executive secretary of the Omaha Livestock Exchange, the world's largest buyer, seller, and shipper of cattle; and a highly successful insurance executive.

His knowledge of transportation, insurance, and livestock, consequently, is solidly based on years of experience in these three areas. Result? A tremendous ability and business acumen in his present positions.

Appointed vice president of Walnut Grove in 1947, Mr. Kelloway quickly displayed the drive, the creativity, and the dynamic leadership for which he has become so well known. Less than two years later, he was named president of Walnut Grove—and things began to happen!

Combining sincerity of purpose with a knack for winning the confidence of those around him and an uncanny ability to come up with the right answers to the thorniest problems, Mr. Kelloway swung into action.

Walnut Grove immediately began to climb, from the position of a small firm to that of the leading manufacturer of livestock feeds in the mid-west.

Today, Walnut Grove is an astounding 20 times larger than it was in '47, when Mr. Kelloway took over. It is currently serving thousands of progressive livestock producers in the nation's Corn Belt.

Keystone of Mr. Kelloway's success at Walnut Grove: his business philosophy. That philosophy: "To serve Walnut Grove's customers more effectively through research, quality control, improved manufacturing, better distribution, and top-notch personnel."

One outstanding facet of Walnut Grove's present operations is its superb transport and distribution setup. Created by Mr. Kelloway, the system successfully distributed some 274-million-pounds of company products in '59.

Key components of Walnut Grove's transportation setup: a fleet of semi-trailer and farm delivery trucks, plus an intricate network of "warehouse depots."

It's been only a little more than 10 years since Mr. Kelloway moved into the top slot at Walnut Grove. Yet, in that time, he has achieved miracles and converted Walnut Grove into a thriving, smooth-functioning, superbly administered firm.

If he wanted to do so, he could now rest on his laurels, content with what he has already attained. But this isn't Mr. Kelloway's way.

Seizing upon the opportunity, he recently persuaded his firm to purchase a majority stock ownership of Watson Bros. Transportation—like Walnut Grove, a dynamic, expanding concern.

Although each organization has retained its identity and is completely independent, the Kelloway-way-of-building-business has been carried into the Watson organization. The results should be obvious in very short order.

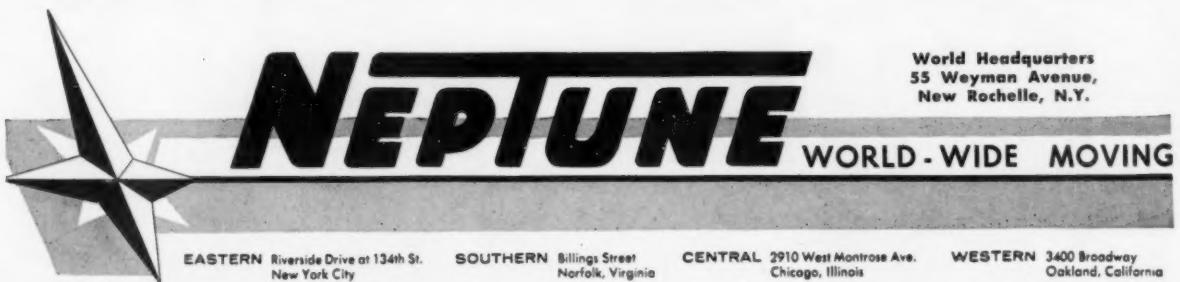


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on Neptune, because they know that Neptune's superior manpower, techniques and specialized equipment can do the job better. When your next moving problem comes up be sure to call in Neptune —no matter where in the world that move may be.

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May, 1960



**the man from
CENTRAL
CENTRAL MOTOR LINES**

**EARN
YOUR
TRUST**

*With Notarized Selling of a
dependable, single-line service
offering Important Coverage of the Carolinas*

You can have confidence in the Man from Central . . . he's trained to deal in the facts you must have before you can make a proper transportation decision.

Because the facts prove Central a dependable motor carrier of *all-size* shipments, the Man from Central sells from *notarized*, up-to-date, performance control records.

Ask to see Central's internal records of performance. See how Central's superior service can enhance your Company's production and marketing picture.

Yes, you can have confidence in the Man from Central . . . he *earns your trust* by proved performance.



LINKING THE CAROLINAS WITH THE EAST AND WEST
CENTRAL MOTOR LINES, INC. General Offices: Charlotte 1, N. C.

ON TIME

95% of all Central Shipments

A Notarized
Performance
Fact

OPERATING DEPARTMENT CENTRAL MOTOR LINES - CHARLOTTE						
Cumulative On-Time Service Report -			Period Ending April 30, 1959			
	East - 2nd day	West - 3rd day	South-Ovenight			
	Del'd Time %	Del'd Time %	On-Del'd Time %	On-Del'd Time %	On-Del'd Time %	
Asheville	74%	89%	90%	93%	93%	
Augusta	90%	93%	75%	76%	96%	
Baltimore	80%	82%	94%	94%	94%	
Charleston	70%	87%	73%	73%	93%	
Charlotte	90%	90%	97%	97%	97%	
Chicago	75%	76%	96%	96%	93%	
Cleveland	76%	78%	96%	96%	97%	
Columbia	70%	72%	97%	97%	98%	
Durham	70%	70%	70%	70%	96%	
Florence	70%	77%	84%	87%	94%	
Greensboro	70%	70%	96%	96%	99%	
Greenville	70%	71%	70%	70%	97%	
Hickory	70%	63%	75%	80%	91%	
New York (Clifton)	90%	84%	70%	70%	93%	
Phila	70%	70%	96%	96%	96%	
Spartanburg	64%	70%	70%	70%	97%	
W-Salem	70%	84%	70%	70%	95%	
	27204	26025	96	39014	37090	95
				14261	13587	95
SYSTEM - Delivered	80,479					
On-Time	76,702					95%

State of North Carolina } ss
County of Mecklenburg }

John W. Martin, Director of Operations, being first duly sworn, on oath states that he has personal knowledge of, and is familiar with the information contained in the above statement and that such information is true and correct to the best of his knowledge, information, and belief.

Subscribed and sworn to before me
this 7th day of May, 1959.
John W. Martin
Notary Public
My Commission Expires October 7, 1959

95%

ON TIME

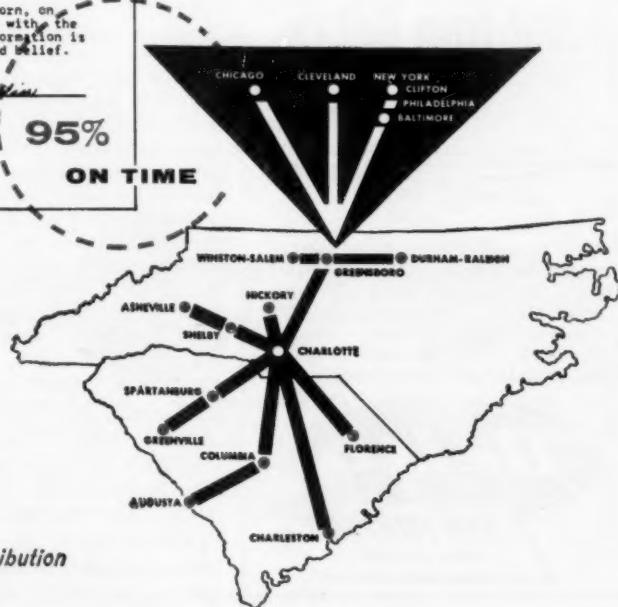
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TO AND FROM
THE EAST AND WEST

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of all-size shipments from origin to destination.*

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May, 1960

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"When an oil rig needs parts
'yesterday'
isn't
soon enough

... so we use Delta Air Freight"



A day lost can cost its customers up to \$10,000 so Hughes Tool Co. of Houston, Texas, relies on Delta to rush vital equipment to the field.

"Customers phone us from the 4 corners of the globe," says N. E. Cloud, Traffic Manager. "When an oil rig is idle, the loss in production can mount to thousands of dollars a day. We meet these emergencies easily by shipping field equipment by air freight. Delta plays a major role in helping us keep customers satisfied."

Profit from Delta's BIG PLUS



Delta operates all-cargo flights and in addition carries freight on every passenger flight, including Jets. All-cargo flights serve Atlanta • Chicago • Cincinnati • Charlotte • Dallas • Houston • Miami • New York • New Orleans • Orlando • Philadelphia • Detroit • Memphis



GENERAL OFFICES: ATLANTA AIRPORT, ATLANTA, GA.
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INTIMATE

n o t e s

OF EMINENT PEOPLE

The 1960 sessions of the Customer Relations Council just ending in Dallas, were most interesting. Carriers and shippers alike are constantly exploring methods and procedures to provide the finest service possible; and now we will look in on the MIDDLE-WEST SHIPPER-MOTOR CARRIER CONFERENCE holding their 27th Regular Meeting at the Hilton Hotel, Denver, May 12th and 13th . . . BAYNE (ROBERT K.) joins sales staff CONSOLIDATED FORWARDING COMPANY, hdq. Milwaukee . . . HONAN (DAVID F.) joins sales staff EAZOR EXPRESS, hdq. New York City . . . LANDIS (EUGENE) Director of Transportation, INTERNATIONAL MINERALS AND CHEMICAL CORP., picks up prexyship TRAFFIC CLUB OF CHICAGO . . . NAVIGATO (WILLIAM ANTHONY) appointed District Manager, AIR EXPRESS INTERNATIONAL, hdq. Chicago . . . McGRATH (E. S.) appointed General Traffic Manager, BURLINGTON TRUCK LINES, hdq. Galesburg . . . HANNAH (C. E., JR.) joins sales staff, DENVER CHICAGO TRUCKING COMPANY, hdq. Chicago . . . VAILL (J. A.) elected Executive Vice President, GENERAL AIR FREIGHT, INC., hdq. New York City . . . CREPEAU (FRANCIS X.) joins sales staff EASTERN EXPRESS, INC., hdq. Boston . . . HAMMERSTRUM (AL) appointed Assistant to Director of Sales, WATSON BROS. TRANSPORTATION, hdq. Omaha . . . and now a note to the Nation's shippers—a request on your letterhead will bring you a copy of the new "Customers' Service Directory" of the JOHNSON MOTOR LINES, Charlotte, North Carolina . . . and for "transportation with imagination" look in on CONSOLIDATED FREIGHTWAYS . . . ROUNDTREE (WILLIAM) appointed District Sales Manager, GENERAL EXPRESSWAYS, hdq. Chicago . . . STANZICK (ADAM) becomes General Manager, FORTIER TRANSPORTATION, hdq. Fresno . . . LE ROY (ARTHUR E.) appointed Canadian Sales Representative, ELLIS TRUCKING COMPANY, hdq. Detroit . . . FINNELL (KAY) appointed Eastern Division Import Manager, WATSON BROS. TRANSPORTATION, hdq.

Omaha . . . MURPHY (TIMOTHY J.) picks up nomination for membership, EYESEESEE . . . CUSHMAN (BARNETT) who needs no introduction, just returns from thirty-day jaunt to Tel-Aviv . . . ENRIGHT (THOMAS A.) joins Traffic Department PATRICK CUDAHY, INC., hdq. Cudahy, Wisconsin . . . MENIG (RICHARD H.) appointed Sales Manager, National Accounts, YELLOW TRANSIT FREIGHT LINES, hdq. New York City . . . SMITH (LAWRENCE A.) appointed Traffic Manager, KAISER ENGINEERS, hdq. Richland, Washington . . . BURKE (IRVING T.) appointed General Traffic Manager, INTERSTATE MOTOR LINES, hdq. Salt Lake City . . . BISHOP (DICK) appointed Sales Engineer, OTTAWA STEEL DIVISION, hdq. Chicago . . . ANTHONY (A. G.) appointed Off-lines Sales Representative, P.I.E., hdq. Dallas . . . ISBELL (JAMES E., JR.) appointed Manager of Transportation, KEOKUK ELECTRO-METALS COMPANY, hdq. Keokuk, Iowa . . . CURTIS (ADRIAN) appointed Operations Executive, CONSOLIDATED FREIGHTWAYS. Curtis will headquartered in the Bay area . . . PEREZ (LEON) appointed Regional Manager, Northern District, WATSON BROS. TRANSPORTATION, hdq. San Leandro . . . ROSS (COLBER) appointed Assistant Vice President-Sales, MERCHANTS MOTOR FREIGHT, hdq. St. Paul . . . and now a not of interest, the ERIE-ST. LAWRENCE CORPORATION, their Container Ship will make its maiden voyage August 19th. Shipping and traffic execs. will take a second look here on "containership-transportation" . . . HOLD (JAMES R.) appointed General Traffic Manager, ET&WNC TRANSPORTATION COMPANY . . . CUNNINGHAM (RUSSELL W.) appointed Director, Motor Carrier Department, PUBLIC SERVICE COMMISSION of West Virginia . . . MC DONALD (ROBERT M.) joins sales staff, INTERSTATE SYSTEM, hdq. Cincinnati . . . ROHRER (ALBERT E.) elevated to Director of Traffic, INTERSTATE SYSTEM, Grand Rapids . . . WRIGHT (E. W.) General Manager, Common Carrier Division, RYDER SYSTEM, INC., has been elevated to a Vice Presidency.



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Drivers with the expert service of "Million-Mile" Drivers, avoid all delays to always speed your shipments to their destination.

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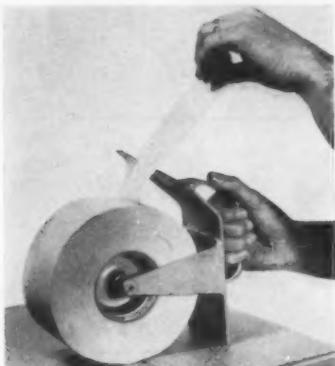
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CHECK NO. 18 ON HELP-O-GRAM COUPON

May, 1960

THE AMA 1960 PACKAGING EXPOSITION:

WHAT'S NEW IN PRO



On display at the AMA Show:
the latest packaging materials, containers, machines.

● Industrial packaging today stands on the threshold of a new era of utility and economy. Few areas of distribution have made such enormous progress in recent years in providing the traffic executive with the tools to cut costs, expedite his shipping, ease his handling, and streamline his warehousing than the packaging field.

Packaging engineers have succeeded in evolving sturdier, more dependable, easier-to-handle shipping containers. Manufacturers have developed a whole host of new packing materials and found new and better ways to use conventional ones. And industry itself has painstakingly uncovered a vast array of fresh techniques and procedures to expedite its packing operations and get more for its packaging dollar.

What's ahead for packaging in the '60s? How does the packaging industry plan to provide shippers with the finest containers ever produced, at the lowest possible price?

Industry got a good look at current and future packaging developments at last month's 29th American Management Association National Packaging Exposition and Conference, held in Atlantic City, New Jersey.

On display: the very latest in containers and boxes; packaging equipment; tapes; taping devices; and allied products.

At a series of stimulating conferences, moreover, traffic executives, packaging engineers, and other distribution personnel were afforded a birdseye view of what the packaging field and key companies around the nation are doing to lift packaging to a new level of efficiency.

Vital topics analyzed:

Are You Ready To Package In The Sixties? Speaker: Orlin E. Johnson, Vice President in Charge of Production, Bristol-Myers Products Division, Bristol-Myers Company, Hillside, New Jersey.

His key points: Varied packaging forces are at present exerting a profound influence on distribution and manufacturing at every company, large or small, around the nation.

Packaging, consequently, is rising in importance as a key distribution activity. The challenge? To employ it more scientifically and wisely.

Packages, Products, and Profit & Loss Statements. Speaker: Gordon C. McNown, Controller, Mead Johnson & Company, Evansville, Indiana.

His key points: Packaging can never be fully effective unless it is evaluated constantly. This is especially true in the food and drug industries. Developing foolproof techniques to appraise and measure packaging efficiency, therefore, is a "must" for the alert distribution executive and packaging engineer.

The Place of Packaging At Kirsch. Speaker: J. W. Kirsch, Executive Vice President—Operations, Kirsch Company, Sturgis, Michigan.

His key points: There aren't many firms in the U.S. that have taken such huge strides forward in improving their packaging setup than Kirsch. (See article on Kirsch in July, 1958, issue of *Shipping Management-National Hi-Way Shipper*.) Heart of the Kirsch program: a willingness to experiment with fresh types of materials and containers, plus a taut, well-run packaging program—backed to the hilt by top management.

Package Coordination at Glidden. Speaker: R. L. Lozon, Director of Purchases, the Glidden Company, Cleveland, Ohio.

His key points: The Glidden Company manufactures and distributes a wide variety of products. Result? Differing packing requirements and a highly complex packaging operation. Glidden's solution: careful coordination, by Mr. Lozon, of all phases of the firm's packaging activities.

The Goals and Roles of Packaging at Montgomery Ward. Speaker: F. W. Priess, Manager, Product & Package Design, Montgomery Ward & Company, Chicago.

His key points: At Montgomery Ward, one of the world's largest mail order houses, good packaging is of paramount importance. Overall pack-

TECTIVE PACKAGING?

aging responsibility at the concern is keyed to primary design requirements. It is also directly related to product design. Outcome: a superb, smoothly-functioning packaging program.

Package Flow—Production, Handling, and Distribution. Speaker: Glen Nowotny, Production Manager, Ray-O-Vac Company, Madison, Wisconsin.

His key points: Wanted by Ray-O-Vac was a smooth, steady flow of outbound products. The company's approach: an enlightened, painstakingly planned package flow program.

Package Production Problem Solving. Speaker: R. J. Lappin, Chief Mechanical Engineer, School Equipment Division, Brunswick-Balke-Collender Company, Kalamazoo, Michigan.

His key points: Research and production of package and product are closely linked at Brunswick. Result? A dollar-saving packaging operation which might well serve as a model for other concerns.

Package Planning & Development—Capitalizing on Talent. Speaker: T. W. Petty, Packaging and Loading Engineer—Central Operations, United States Steel Corporation, Pittsburgh, Pennsylvania.

His key points: All over the nation,

AMA Packaging Exposition attendance: a rip-roaring 27,000. Displays: magnificent. Reaction of visitors: "The '60 show is the finest exposition of its type ever to be assembled."



these days, packaging management is confronted with the dilemma of having innumerable opportunities and ideas placed before it—without having the "know-how" and the methodology to evaluate those which will best meet its needs.

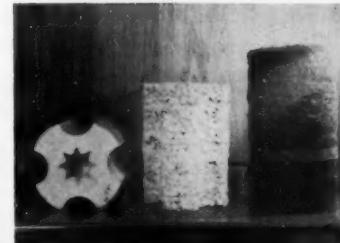
Not at U.S. Steel, though. This industrial giant has evolved procedures for effectively utilizing its available packaging talent and translating "brainstorms" into utilitarian packaging components.

Total Planning for Packaging. Speaker: John R. McCarty, Vice President, The Frito Company, Dallas, Texas.

His key points: Total planning! That's the Frito Company's answer to thorny packaging puzzlers. Through an outstanding program of physical, market, and commercial research, and by a continuous all-out effort to improve packaging by exploring all avenues of progress, Frito KOs even the worst of its packaging headaches before they arise.

Creative Packaging for Industrial Hardware. Speaker: R. G. Edwards, Vice President, American Hardware Corporation, New Britain, Connecticut.

His key points: Packaging research pays big dividends. Want proof? Take the American Hardware Company.



Shown in Atlantic City: new tape dispensers, marking devices, and A-1 cushioning.



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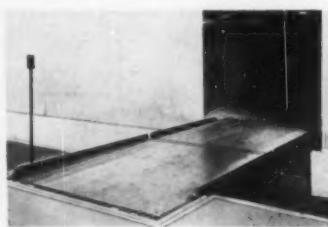
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new products May, 1960

crossover bridge

Problem: eliminating ramps and detours at warehouses and shipping centers. **Solution:** a bascule-type (double-leaf design) crossover bridge, forming an efficient path across roads and railroad tracks.

Produced by Rowe Methods, Incorporated, the bridge's decks are positioned by a series of push-button controls and operated by electrical-hydraulic power units.



As the deck moves from a full vertical position to a full horizontal stance, the weighted hinged legs automatically lower to a full vertical position for safe deck support. These legs are equipped with adjustable plates to compensate for variations in the floor level.

Fabricated from structural steel shape forms, the bridge is of all welded construction. Its decks are available with either non-skid or smooth deck plate.

Deck width of the bridge: eight feet. Span: 21 feet. Capacity: 25,000-pounds. (Check 97 on Help-O-Gram)

packaging procedure

If you utilize a wide variety of box sizes and shapes in your shipping operations and frequently pack "short runs" of heavy industrial products, a packaging procedure recently announced by Tri-Wall Containers, Incorporated, could be of tremendous value to you.

Keystone of the system: pre-cut sheets of triple-wall corrugated fibreboard. Trade name: *Tri-Wall Wrap-Arounds*.

To form a container, a sheet of *Tri-Wall Pak* is wrapped around two wooden ends. (In certain cases, corrugated box ends may also be employed.)

Triple-wall board is delivered cut to size. Result? The user may produce any box size he needs quickly and efficiently.

According to the manufacturer, the resulting container is sturdy and depend-

ATTENTION... TRAFFIC and MOTOR TRANSPORT EXECUTIVES!



MAJOR A. RIDDLE, for many years a prominent truck lines owner and executive, now owner and general manager of . . .

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INVITES YOU TO write, wire or phone for reservations. He will always give your calls or messages TOP PRIORITY "Every Motor Transport Executive will get PERSONAL ATTENTION and 'RED CARPET TREATMENT' all the way!" says the "Major"



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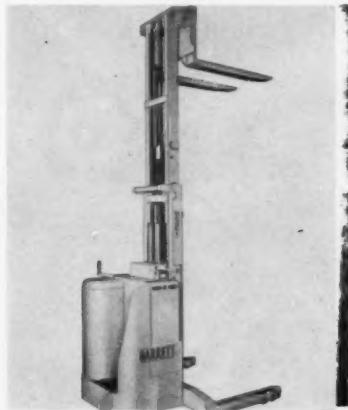
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able. It is endowed with a low tare weight and is said to promote handling and storage ease and economy.

(Check 98 on Help-O-Gram)

straddle lift truck

Narrow aisle stacking of pallet loads is the job a new 24-volt straddle high lift truck is designed to do with dispatch. Produced by the Barrett-Cravens Company, the mh device—*Model RST*—can effectively handle 1000 to 4000-pound loads, even in the most cramped surroundings.



The component's controls are conveniently located, enabling the operator to maneuver and handle capacity loads speedily and effectively. Steering is controlled by the left hand, while a single right hand lever controls both forward or reverse travel, as well as fork lifting and lowering.

Other outstanding facets: a new gear drive, designed as a single package unit; a dead-man type brake, actuated by a foot pedal in the rider platform; and load and caster wheels of rugged Barathane material.

(Check 99 on Help-O-Gram)

Polyethylene holders

Records maintenance a problem? Not when you use one of its spanking-new holders for sheets, cards, and documents, reports the Chicago Desk Pad Company.

Called *Poly-Zip Holders*, the components are made of .04 transparent polyethylene and feature a unique, patented closure. This closure is said to provide an airtight, weather-resistant seal. Closure procedure: merely press the fastener together by sliding your finger over it. Opening system: insert a finger at the top of the closure and pull gently.

Other *Poly-Zip Holder* features: a punched extension at the top for easy hanging and storage; three heat sealed sides; the ability to resist moisture,

grease, and grime effectively; and A-1 visibility.

The holder is available in four sizes—9½" x 12"; 5" x 10"; 4" x 9"; and 5" x 7".

(Check 100 on Help-O-Gram)

improved pallet

Looking for a pallet that will last twice as long as conventional equipment? The Signode Steel Strapping Company believes it has come up with a

"winner" in its new *Super-Strip* pallet.

"Costing just a little more" than standard warehouse pallets, *Super-Strips* are said to last more than twice as long. They feature two and four-way entry; eliminate snagging; and are simply constructed.

A wooden warehouse pallet, the *Super-Strip* is reinforced with a specially made 3/4" X .035" plastic coated steel strapping. The strapping has been designed and specially treated to bend easily and to be available.

(Check 71 on Help-O-Gram)

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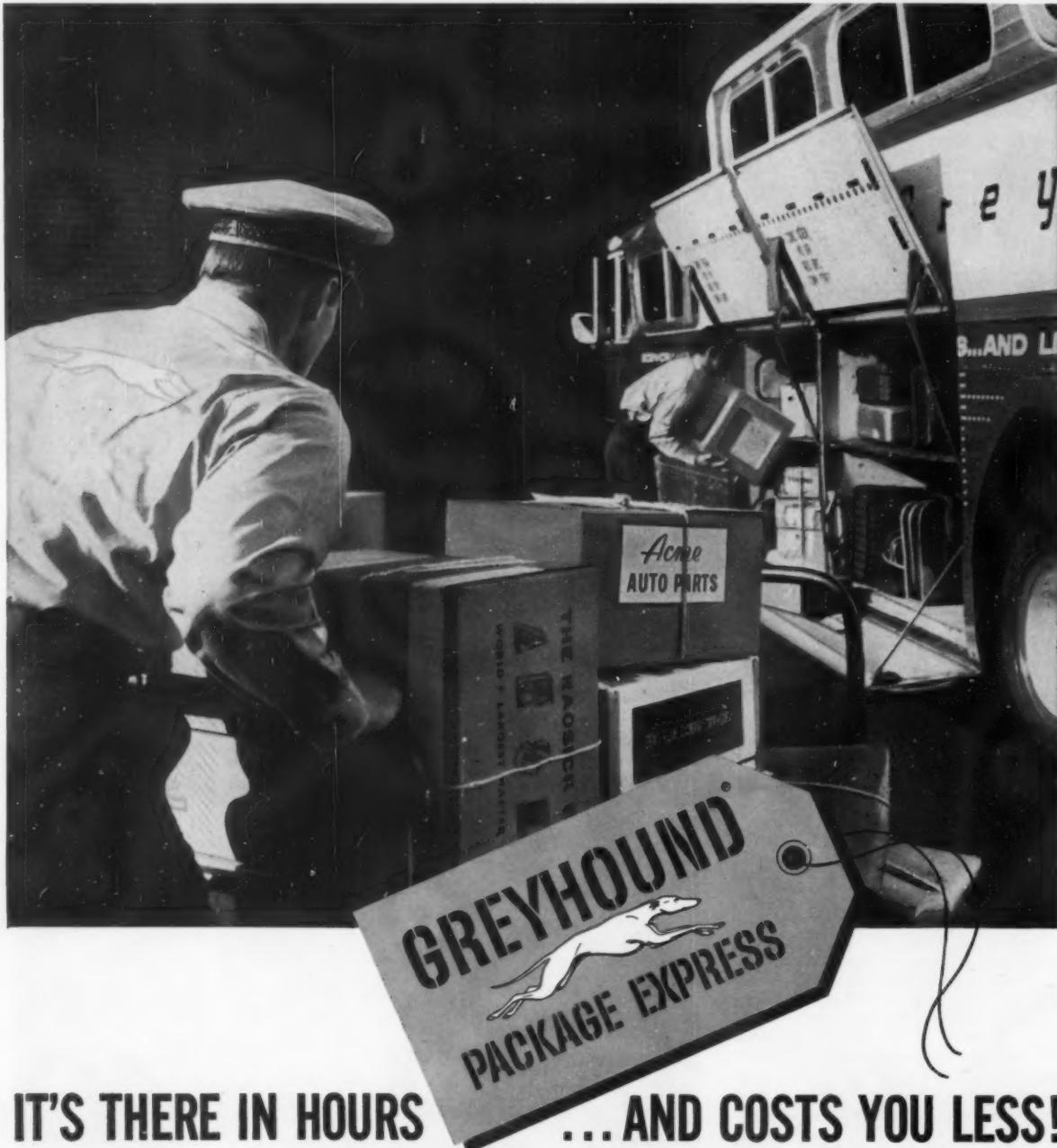
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LOCK LACK...LICKED!

"The call came at closing time. A special lock was needed first thing in the morning ... 467 miles away! We thought of Greyhound Package Express, and their overnight delivery to cities up to 500 miles distant. Greyhound delivered the lock right on time ... and saved us money, too!"

Howard E. Jay

BEST UNIVERSAL LOCK CO., INC.



IT'S THERE IN HOURS

...AND COSTS YOU LESS!

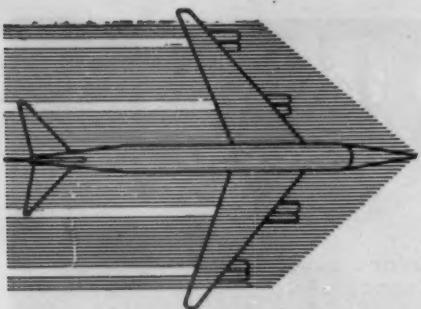
When getting it there in a hurry means business, you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service **seven days**

a week...24 hours a day...weekends and holidays! And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 5E, 140 South Dearborn St., Chicago 3, Ill.

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32

Shipping Management — National Hi-Way Shipper



AIR CARGO NEWS

The list of commodities hauled by sky carriers continues to grow. Some recent shipments: 14 tons of five inch steel oil refinery piping, hauled by Trans World Airlines from the U.S. to the Middle East; a color TV-tape recorder (weight: 3,000 pounds) moved from New York to Tokyo by Northwest Orient Airlines; and an up-to-the-minute assortment of spring hats, hauled from the east to the west coast for Sears Roebuck by American Airlines.

May 14th! That's the target date set by booming Air-India for the start of its regularly scheduled trans-Atlantic jet cargo-passenger operation. A-I—slated to be the first Asian air carrier to span the Atlantic—will fly out of New York International Airport at 9:30 PM on Fridays, Saturdays, and Sundays. Bombay arrival times: 5:05 AM, Sundays, Mondays, and Tuesdays. New York arrivals: 2:30 PM, Fridays, Saturdays, and Sundays.

Friday and Sunday eastbound runs, the carrier points out, will land at London, Paris, Rome, and Cairo. A-I's Saturday flight, on the other hand, will eliminate Paris, Rome, and Cairo; stop, instead, at Frankfurt, Geneva, and Beirut; and terminate at Calcutta.

Location of Air-India's U. S. offices: 425 Park Avenue, New York; 37 South Wabash Avenue, Chicago; and 543 South Olive Street, Los Angeles.

A 450-ton trans-Atlantic air freight capacity per month! That's the goal of a coordinated skylift to be inaugurated this summer by the British Overseas Airways Corporation, in conjunction with Trans-Canada Air Lines.

Under an agreement recently inked by BOAC and TCA, the carriers will link their cargo activities on the Montreal-United Kingdom route. Sky freight shipped from Canada to the UK will be hauled by either line, utilizing the most convenient and speediest BOAC or TCA hop available at the time of receipt.

Riddle Airlines' air cargo operations are really hopping! The all-cargo carrier is currently flying four C-46s; three DC-

4s; and two DC-6As . . . Shipping Management- National Hi-Way Shipper has learned that Alitalia "may form a subsidiary airline." Purpose? To concentrate on chartered air cargo-passenger service. Equipment: DC-6s and DC-3s.

The package weighs only one pound. Yet it's a vital one to the U.S. Army. Why? Because it contains a 15-minute taped recording of Pentagon Report, broadcast every Sunday afternoon by the Armed Forces Radio Network in Europe.

To get the tape from Washington to Frankfurt in under 48 hours—it must be in Frankfurt by Saturday morning—the Army Times Publishing Company relies on air freight. The package is picked up at the Army times' Washington office on Wednesday afternoon, rushed to the airport, and loaded aboard a waiting plane. It is then transported to Frankfurt post-haste. Saturday morning, it is delivered to the Armed Forces Radio Network.

Finally, late Sunday afternoon, Pentagon Report goes on the air. The program is heard by more than half a million Europe-based American servicemen and their families. More important, it is listened to regularly by countless millions of Europeans—anxious for the truth about the U.S., the Western Alliance, and "cold war" developments.

America-bound trans-Atlantic air cargo hauls are expected to hit a new high this summer. Why? British auto manufacturers will be shipping their vehicles to U. S. markets via sky freight on a more extensive scale than ever before . . . Trans Caribbean Airways is currently operating two-flights-per-week from New York to Aruba, via San Juan. New York International departures are at 11:45 PM on Wednesdays and Fridays. San Juan arrivals: 6:30 AM. Aruba landing time: 9:15 AM.

The Civil Aeronautics Board has recommended—and the President approved—amendments to Trans-Canada Air Lines' foreign air carrier permit. Purpose: to enable the Canadian carrier to serve New York as a co-terminal point with Boston and to engage in off-route charter operations.

WING



TIPS

What is American Airlines looking for in an airfreighter? According to company officials, the carrier is looking to ultimate turbine-powered cargoplanes in the 40,000-60,000-pound and 80,000-100,000-pound payload range, capable of operating at direct flight costs of around four to five cents per ton-mile.

Reports William Littlewood, AA's Vice President of Equipment Research: "In the past few months, we've seen significant strides made toward achieving the kinds of turbine-powered all-cargo aircraft which we consider to be absolutely necessary to the ultimate needs of the business. We've been pushing the manufacturers hard to come up with airfreighters incorporating the performance, handling, and cost objectives necessary to enable American to operate efficiently over its system and they are responding. Even today, new or revised proposals are continually being received, analyzed, and evaluated by us."

The present DC-7F freighters being utilized by American, Mr. Littlewood points out, represent, for American, the close of the commercial era of piston engine aircraft in air freight.

In the turbine all-cargo plane, American seeks an increase in take-off gross weights, both to guarantee full payload and to provide adequate range, emphasizes the AA executive.

"This is one of the reasons we are of the opinion that the ultimately desirable all-cargo jet transport will be equipped with turbo-fan engines and boundary layer control." (Boundary layer control—in its simplest form, as the jet flap—will enable turbine-powered aircraft to land or take-off in shorter distances than is now possible without the necessity of sacrificing payload.)

Continues Mr. Littlewood: "Whatever all-cargo plane American ultimately orders must be equipped with a mechanized loading system designed and operated as an integral part of the airplane. Such a system is absolutely essential to a truly efficient all-cargo operation with a turbine-powered aircraft, both from a service and economy standpoint."

It now takes about 30 minutes to load 10,000-pounds of sky cargo, Mr. Littlewood explains. "It is therefore quite plain that, if we were to increase the capacity of an airplane three-fold without incorporating a mechanized loading system, we would simply increase the required ground time three-fold, thus dissipating the air speed advantage of turbine-powered aircraft, in-

creasing ground costs and decreasing aircraft utilization."

American is hopeful of developing a complete containerized system for its turbine-powered airfreighters. Such a system would permit unit loading. Result? Reduced ground time and pre-loading either at the airport or the shipper's place of business.

Daily New York-Frankfurt jet cargo-and-passenger flights have been launched by Lufthansa German Airlines. Upcoming: twice-weekly hops from Los Angeles and Chicago . . . Inaugurated by South Pacific Air Lines: a new service linking Honolulu and Tahiti. Aircraft: Super-Constellations.

Launched last month by Braniff Airways: the first jet service from the U. S. to Panama and Peru. Friday departures: New York International Airport, 11:50 PM; Miami International, 3:20 AM . . . Lufthansa German Airlines has hopped on the bandwagon! It's converting two of its Super-Connies from passenger to cargo aircraft.

Utilizing its first power-packed DC-8s, KLM Royal Dutch Airlines is now flying three-round-trip-flights per week linking New York and Amsterdam. Eastbound runs leaves New York International Airport at 12:30 AM on Tuesdays, Thursdays, and Saturdays. Idlewild arrivals: 9:35 PM, the same evenings.

The Scandinavian Airlines System has boosted its European all-cargo operation. SAS is currently flying Curtiss Sky-freighters between Copenhagen and Frankfurt. It's also operating night cargo flights linking all points in Scandinavia with London and Amsterdam.

What's the U. S. Air Force's idea of a crack, top-efficiency, economical airfreighter? According to preliminary specifications for an "optimum cargo aircraft," unveiled recently by the service, the AF's "dream" cargoplane incorporates:

- .A payload of 80,000-pounds.
- .Built-in handling equipment.
- .A cargo "envelope" 60-feet long.
- .Straight loading through the tail.
- .A truckbed-high cargo deck, designed to facilitate loading-unloading.
- .Direct operating costs "in the vicinity" of three cents per ton-mile.

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A slight exaggeration, we admit. But, Riddle does give cargo the "V.I.P." (*Very Important Products) treatment on the ground and in the air.

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May, 1960



MOTOR CARRIER DICTA



BY DAVID AXELROD

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TO SIOUX CITY OR OMAHA
2nd MORNING TO DENVER



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CHICAGO TERMINAL — DANUBE 6-4211

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labor

A motor carrier certificated by the Interstate Commerce Commission, employed both Union drivers and non-Union owner-operators. The carrier refused to accede to the demands of a Union to cease doing business with owner-operators. The Union, as a result, picketed the motor carrier's facilities and ordered its members who were employed by the motor carrier to refuse to perform services for it.

The motor carrier filed unfair labor practice charges with the National Labor Relations Board, alleging that it was the victim of a secondary boycott because the Union was attempting to force it to cease doing business with other persons, namely, owner-operators.

A Federal District Court enjoined the picketing and stated that the injunction would be dissolved only when the Union offered a contract in writing that could not be interpreted to interfere with any business dealings between the motor

carrier and the non-Union owner-operators.

"grandfather" rights

Applicants sought a certificate under the "grandfather" provisions of Section 7 (c) of the Transportation Act of 1958. Records covering applicant's operations both before and after the critical date (May 1, 1958) had been destroyed by floods in 1957 and 1958. Protestants contended that applicant's operation was sporadic rather than continuous, and, therefore, it was not entitled to "grandfather" authority.

Applicant, because of the loss of its records, could rely only upon its own testimony, consisting of recollections concerning service. The Commission found that the applicant was not in bona fide operation on the critical date, and said that it would not be justified in basing a grant of "grandfather" authority solely upon uncorroborated testimony consisting of rather vague recollections and self-serving statements, since some confirmatory evidence is required to establish past bona fide operations.

lease of equipment

After an individual had been denied certificated authority, he incorporated himself and his wife, transferred his vehicles to the corporation which, in turn, leased them back to him, to another individual, and to a trucking company. He then participated in the latter trucking company's making of arrangements for the execution of purported trip leases of vehicles to shippers. The vehicles were delivered to the shippers by drivers not arranged for by the shippers.

The Commission concluded that, as the corporate applicant had been conducting unauthorized for-hire carriage, the application should be denied on the ground of unfitness.

brokers

The operations of an individual entailed his performing all accessorial service connected with moving, such as engaging and utilizing a for-hire carrier, assuming full responsibility for each relocation operation and such things as packing and unpacking the shipment.

In connection with the relocations, the individual engaged and utilized for-hire carriers. Ten per cent of his gross income was derived from relocations involving some interstate transportation.

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**"The Illinois Tollway
saves us \$49⁵⁰ per day!"**

C. W. NIEDERT, President

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By using the Tollway, truckers can minimize traffic delays, reduce cargo and equipment damage, save on fuel, cut repair and maintenance costs. The Tollway can help to complete runs on a faster schedule, even under adverse weather conditions.

Send for Free Tollway Truck Folder and Map.

ILLINOIS TOLLWAY

Hinsdale, Ill., Dept. 5A

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Shipping Management — National Hi-Way Shipper

... traffic news ...

New director of traffic at Colgate-Palmolive is R. E. Keith. He succeeds retiring R. E. Crowley, who recently completed a hefty 43 years with the company. Elected president of the American Trucking Associations' Irregular Route Common Carrier Conference: M. T. Richmond . . . Named Ohio regional sales manager for Highway Trailer: L. E. Baker . . . J. F. Mahon has been designated as regional manager for New England by Branch Motor Express.

Named to the Interstate System's Springfield (Ohio) sales staff: R. J. Cameruca . . . D. A. Iiams has been ap-



D. A. Iiams

pointed TM at the Vopcolene Division, Emery Industries . . . D. J. Alitilo has joined the Central Gulf Steamship Corporation's traffic department. His assignment: division traffic coordinator.

A new aviation consulting firm is getting off the ground. Name: Kimball, Eastburn and Associates. Top executives: P. Kimball and G. B. Eastburn . . . R. S. Fisher has been appointed administrative vice president at the National Vulcanized Fibre Company . . . Appointments at Stauffer Chemical include G. A. Coffenburg and L. D. Smith as assistant directors of transportation and L. F. Delmerico as TM . . . Northwest Orient Airlines has revamped its sales department agency and interline division. Result? They are now two separate sections. D. D. Cleary has been named to head the interline sales section and J. Keillor to supervise agency sales.

Here's the latest on the Watson Bros. Transportation Company-Walnut Grove Products Company financial arrangement. Walnut Grove has purchased a majority of the stock issued by the carrier. At the same time, it has also acquired control of a Watson affiliated subsidiary—the Imperial Casualty and Indemnity Company.

Under the Watson-Walnut Grove agreement, E. A. Kelloway succeeds R. E. Watson as president and chief exec-

utive officer of the truck line. Mr. Watson, meanwhile, has become chairman of the board of directors. Other newly elected Watson executives include: J. L. Bunce, secretary; M. D. Livengood, treasurer; and J. F. Tatton, vice president in charge of methods and procedures. F. R. Nogg remains as assistant to the

president; B. Schafer, as assistant secretary-treasurer and comptroller. Continuing as VPs on the new management team are H. Hlad; J. Crosby; H. R. Kersbergen; H. Melton; M. S. Borland; and C. Bachler.

Despite the deal, however, Watson and Walnut Grove will remain inde-

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pendent operations. The acquisition of Watson stock by Walnut Grove, officials emphasize, does not constitute a merger or consolidation of the two firms.

Consolidated Freightways has named R. M. Schmitz to fill the newly created post of company director of personnel . . . R. E. Streeter has been appointed New York district manager by Wheaton Van Lines . . . New GTM at Interstate Motor Lines is I. T. Burke . . . F. Smith has been named sales representative for Western Massachusetts by Leis-Shepard.

Appointed TM at Virtue Brothers Manufacturing: J. N. Schumann . . . New vice president at Global Van Lines is E. G. Scott . . . Named assistant to Yale & Towne Manufacturing's VP-domestic and foreign materials handling: W. D. Black . . . The American Association of Port Authorities board of directors held its annual spring meeting in Washington last month.

Mack Trucks, Incorporated, has appointed nine new distributors. They include Abercrombie Mack Sales, Carbon

Hill (Ala.); Vance Morris Mack Sales, Huntsville (Ala.); Kern Mack Sales, Bakersfield (Calif.); Truck Sales & Service, Westbury (Conn.); H&H Truck Sales, Evansville (Ind.); Grand Traverse Tractor Company, Traverse City (Mich.); The Motor Service Company, Farmington (N.M.); Mack Truck Sales of Tulsa; and Westmoreland Mack Sales, Irwin, Pennsylvania.

Named North American Cargo Sales Manager by Sabena Belgian World Air-



A. Iggyarto

lines: A. Iggyarto . . . G. C. Rolph has been installed as president of the Packaging Association of Canada. Other new officers: F. C. Hayes, 1st VP; R. C. James, 2nd VP; and R. B. Sammon, honorary treasurer.

I. Arine has been promoted to the position of general sales manager at Lifschultz Fast Freight . . . F. M. Cassi has been boosted to the post of general operations manager by Air Express International . . . Japan Air Lines appointments, tied in with the launching of JAL's European service in '61 and round-the-world service in '63: A. Tago, regional manager for France and Italy; M. Kimura, for West Germany and Scandinavia; and T. Kitamu, for the United Kingdom and Ireland.

Boosted to assistant manager of Fruehauf Trailer's Avon Lake plant: P. L.



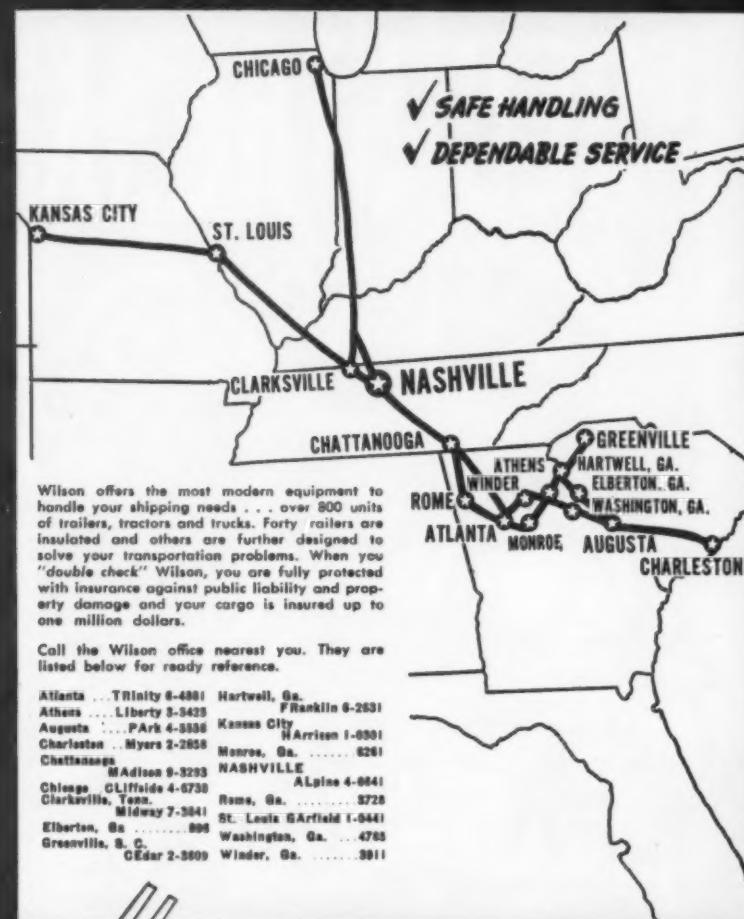
P. L. Wharton, Jr.

Wharton, Jr. . . . Two key appointments at the Denver Chicago Trucking Company: P. E. Paul to the sales staff of the carrier's Chicago terminal and P. Moskal to D-C's Seattle terminal sales force.

E. Holohan has been named manager

Shipping Management - National Hi-Way Shipper

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of military and international affairs by the Flying Tiger Line . . . Newly appointed division traffic manager at the Masonite Corporation's Ukiah (Calif.) plant: **F. E. Lawless.**

Soon to be opened by Clark Equipment's Brown Trailer Division: an ultra-modern plant and general office building (with 150,000-square-feet of working space) in Michigan City, Indiana. . . . A busy traffic executive is **H. Friedlander!** Mr. Friedlander oversees not only traffic-transportation at the British Industries Corporation, but at Garrard Sales, Multicore Sales, British Marine Products, the Shaw Process Division, BIC's subsidiaries and divisions . . . Metal Edge Industries (GHQ: Barrington, New Jersey) has acquired the Universal and the DCMT Sales Corporations-Container Company of South San Francisco.

Work or play, **Samuel Ortner** goes all out! As president of Flash Manufacturing and Seal-O-Matic, he carries a rugged work load. Then, just for relaxation, every now and then he goes off on a safari. This past year, for example, Mr. Ortner trekked through Tanganyika and



**S. Ortner & Friend.
Yes! That IS a LION!**

Kenya on a five week hunting expedition. His bag: a lion, elephant, buffalo, rhino, and leopard, plus a rare Great kudu. Where next for Mr. Ortner? He isn't saying. But you can bet he's already studying maps and oiling his rifle in preparation for another jungle jaunt.

C. B. Tellefson has been boosted to the post of sales manager at Highway Trailer's Hazelton (Pa.) facility . . . Named general manager of Stone Container's W. C. Ritchie Division: **E. F. Collins** . . . **H. G. MacKenzie** has been appointed director of interline sales at American Airlines . . . New manager of General Packaging Service's Paramus (N. J.) plant is **G. Gero**.

R. E. Poelman has been elected corporate secretary of Consolidated Freightways . . . Elected president of the Hoist Manufacturers Association: **H. W. Gledhill, Junior**. Other officers: **F. E. Rau**, vice president; **J. H. Peritz**, executive secretary and treasurer; **C. M. Dinkins**, general counsel; and **W. C. Miles**, **R. A. Davies**, and **E. J. Byrne**, directors.



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HOW

TO BE AN OUTSTANDING TRAFFIC MANAGER—PT. 2

Last month Shipping Management National Hi-Way Shipper presented capsule biographies of five of America's foremost traffic managers—winners in North American Van Lines' Traffic Manager of the Year competition. Object: to underscore the qualities which make a TM an outstanding traffic-transportation executive.

In this article, SM-NHS analyzes the backgrounds of the six other TMs who were cited as outstanding traffic managers in the contest. Each has distinguished himself as a capable traffic administrator. Each has enabled his company to improve its shipping-warehousing-handling procedures and to slice its distribution costs. And each has lent added stature and importance to the traffic manager's role in industry today.

Lee Edward Galaspie is a familiar figure to most TMs. As Director of Traffic, Reynolds Metals Company, Richmond, Virginia, he oversees a multi-million dollar traffic-transport operation recognized as one of the most effective in the nation.

It was way back in 1939 that Mr. Galaspie joined Reynolds. In 1952, he was named Director of Traffic.

The wheels have been turning at Reynolds ever since. Under Mr. Galaspie's supervision, traffic has become a highly respected company department and its Director an official to be consulted on a wide variety of company matters. Typical of the executive units on which he serves is Reynolds' Plant Location Committee—a group charged with analyzing potential plant sites and reporting on their suitability.

Thanks to Mr. Galaspie's alert, highly professional approach to traffic, in 1958 alone, he was able to slash his company's transport expenditures by a walloping \$6 million. (Reynolds' annual traffic-transport costs: about \$45 million). In addition, techniques he has introduced and implemented have enabled Reynolds to cut loss and damage and step up deliveries to its customers dramatically.

Outside his company, as president of the Associated Traffic Clubs of America, Mr. Galaspie has earned a reputation as one of the nation's most ardent champions of containerization and improved coordination between different modes of transportation. In addition to his role as ATC chief executive, he is chairman of the Southern Traffic League's Board of Directors.

Mr. Galaspie's triumph in the 1960 Traffic Manager of the Year competition is not the first time his unusual abilities have been cited and applauded. In 1958, Delta Nu Alpha Transportation Fraternity named him its *Transportation Man of the Year*.

Like L. E. Galaspie, Mendel A. Keith—traffic manager, Columbus Coated Fabrics Corporation, Columbus, Ohio—has established traffic-transport patterns which have rolled back costs and improved distribution enormously at his firm.

Outstanding achievements: his high-

JOB SPECIFICATION

UNIT Traffic & Transportation Department

TITLE Manager

BASIC FUNCTION: General supervision of all company traffic and transportation activities. Supply advice, assistance and service to the Office of the President and to all other organizational units on matters related to the transportation of the company's materials, products and personnel. Functional coordination of traffic and transportation activities as performed by or for any component unit of the company.

SCOPE: The duties and responsibilities of this position involve the performance of staff functions on a company-wide basis, as well as certain operating and service functions at the company's headquarters at the company's general offices in Pittsburgh.

RESPONSIBILITIES: - economical, practical and effective domestic and international traffic and transportation operations.

JOB SPEC. NO. 12-1
DATE 4-1-57
PAGE NO. 10F 4

The TM's role . . . as defined by Koppers.

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January 15th, 1960

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I have recently made two films which in many ways were extreme cases of this kind of filmmaking. One was a film, one hour in length, on Russia, shot in areas not usually ventured into by photographers. In recording sounds for this film, I used a Midgetape 500 tape recorder. Because of its small size and concealability, I was able to get material otherwise unobtainable.

More recently, I made a film for Life Magazine involving a balloon flight into the stratosphere. Two men on a rather extraordinary scientific mission, used a Midgetape almost constantly for the forty hours they were in flight, to record their observations and feelings.

Again, the size and adaptability of this recorder, plus the ease with which its magazines could be loaded or unloaded, made possible the recording of one of the most exciting parts of the adventure.

I feel strongly that this machine or adaptations of it will make possible even more exciting coverage of places and events to come.

Sincerely,
D. A. Pennebaker
D. A. Pennebaker



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May, 1960

ly successful drive to readjust inbound and outbound rates and his utilization of pool trucks to distribute his concern's products. Estimated savings: \$200,000.

In addition to his role as a key member of Columbus Coated Fabrics' management team, Mr. Keith is extremely interested in organizations devoted to the improvement of traffic-transportation. Recognizing the need for educating younger people in the ABCs of traffic, he has always participated actively in groups dedicated to this end—including the Associated Traffic Clubs of America—in which he is currently a member of the Board of Directors.

Mr. Keith has also been president of the Columbus Transportation Club, and, for 10 years, chairman of its Education Committee. Furthermore, he has conducted classes in transportation at Ohio State University and in Columbus.

Prior to joining Columbus Coated Fabrics, Mr. Keith served as GTM at Columbus' International-Stacey Corporation.

Gail W. Kelly is another TM who has worked miracles in his firm's distribution setup. His strongpoint: a willingness to experiment with new procedures and materials.

As Seattle Regional Traffic Manager for Sears Roebuck & Company, many

of Mr. Kelly's outstanding achievements have stemmed from his ability to evaluate new concepts, test their worth, and translate them into reality, whenever possible.

One of his major projects during the past three years has been a painstaking analysis of a more practical and economical method to handle small shipments. (Most of Sears' outbound consignments fall into this classification.)

Result of the study: the development of a steel hamper, with a split front door—perfect for the company, its carriers, and its consignees. In time, the hamper is expected to reduce carrier billing by 90%; pickup time by 50%; and effect similar savings in delivery time.

new ideas pay off

Harold T. Reed, Director of Transportation, Line Material Industries, Milwaukee, likewise thrives on new ideas. So does his company's traffic-transportation operation.

Mr. Reed has instituted surveys of product distribution, plant and warehouse location, and raw materials supply—all of which have contributed substantially to the growth and development of his firm. He has also instituted a wide array of traffic procedures geared to enable his company to get more for its shipping dollar.

A staunch proponent of formal traffic education, under his guidance more than 40 Line Material traffic aides have enrolled in effective traffic courses. Result: a keener, more proficient approach to traffic management on the part of the whole department.

Director Reed is a Founder Member of the American Society of Traffic and Transportation.

Coy G. Rickenbaugh is another TM who typifies the dynamic, modern, top-level traffic executive. His assignment: Manager, West Coast Traffic, Radio Corporation of America, Los Angeles.

Mr. Rickenbaugh knows and understands traffic "inside out." At one time or another, he has held jobs straddling the entire field of traffic management. He started as a freight rate clerk; moved up the ladder step-by-step; and finally advanced to the key position he currently holds with RCA.

RCA's Los Angeles Missile Division measures its traffic-transport costs as actual percentages of "material input costs." Back in '53, distribution expenditures, under the measuring system, amounted to 1.5%. Then Mr. Rickenbaugh arrived on the scene. In one year these costs plummeted to .7%, a saving of thousands of dollars, and they're still going down!

TM Rickenbaugh is a past regional

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Melrose 4-6363

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MILWAUKEE, WISCONSIN
Evergreen 3-6040

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EXECUTIVE OFFICES, EVANSVILLE, INDIANA

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42

Shipping Management — National Hi-Way Shipper

national secretary of Delta Nu Alpha and is currently board chairman of the California State Chapter of the American Society of Traffic and Transportation.

Alert, ingenious, and energetic, Leonard C. Schaffel, Traffic Manager, Food Fair Stores, Southern Division, Miami, Florida, has racked up a number of similar achievements at his company. One outstanding contribution: his work in developing and constructing the first compartmentalized refrigerator car.

A former rate auditor in Pittsburgh, Mr. Schaffel served as traffic manager at the Overseas Transportation Company, prior to his arrival at Food Fair Stores. He is an active member of the Traffic Club of Greater Miami and Miami Chapter #53 of the Delta Nu Alpha Transportation Fraternity.

dictating-transcribing units ease Rexall Drug's paperwork

Traffic correspondence is handled with dispatch at the Rexall Drug Company of Los Angeles. Utilizing ultra-modern dictating and transcribing equipment, traffic—and other Rexall departments—have slashed their letter-writing time by 25% and their paperwork expenditures substantially.

Before its big switch to automated letter-writing, Liggett faced the same paperwork problems confronting many American firms today. A steady, voluminous flow of correspondence and reports between Rexall CHQ, the company's 600 branches, and its 10 manufacturing plants was costing the drug firm a small fortune and tying up its clerical staff.

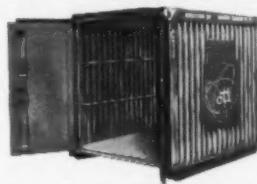
Late in July, 1954, therefore, Rexall decided to reevaluate its office procedures and develop new techniques, geared to expedite the processing of correspondence. The system the company eventually came up with was based squarely on the extensive utilization of dictation and transcription components.

Outcome? Terrific. The dictating and transcribing components have stepped up the tempo of Rexall's entire office operation. Traffic correspondence, in particular, has benefited from the introduction of automated office procedures. In addition to the speed with which letters are now being handled, Rexall officials report, typing errors in outbound correspondence have been drastically reduced and mail jam-ups—once a serious problem at the company—eliminated for good.



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FASTER, SAFER, MORE DEPENDABLE. Get one-carrier direct trucking service coast to coast. One-carrier responsibility. Check 4.

DAILY, CONSISTENT, DEPENDABLE motor freight service. Linking 20,000 business centers. Sound good? Check 5.

SERVICE AND SPEED are the specialties of this highway carrier. Check 6.

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READY TO SOLVE the toughest traffic problem is this motor carrier. Check 8 for details.

SHIPPING PROBLEMS vanish when this experienced carrier handles your freight. Check 9 for info.

MERGER MEANS MORE. This truck line now offers you direct through service in West, Midwest. Check 10.

NEW ARROWFLYTE SCHEDULE. Have your LTL shipments speed-treated. Check 11 for more info.

SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. Check 12.

MARKS METAL or a variety of other materials. Efficient, easy to use marking device. Check 13.

TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 14.

THE MOST MODERN techniques and warehouses give you the best storage service ever. Details if you check 15.

MOTOR FREIGHT problems vanish when you turn your shipment over to this carrier. Interested? Check 16.

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HELP-O-GRAM

May 1, 1960

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Name _____ Title _____

Company _____

Address _____

Type of Business:

Manufacturing; Wholesale; Retail

Major Products: _____

vide top-notch motor freight hauling. Check 28.

COMBINE THE STRENGTH OF STEEL and the light weight and resilience of wood . . . for superstrong wirebound boxes. Check 29.

PAPERWORK PROBLEMS? This handy, easy-to-use pocket tape recorder may be just what you need. Check 30.

LET ONE DELIVERY, PICKUP DO THE JOB. Connecting line service on shipments to all states. Want the facts? Check 31.

CONTAINER LEASING service for use with general cargo, household goods. Check 32.

ASPHALT ROADS mean economy-plus. Why? Check 33 and see.

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Check 34.

DIRECT, DEPENDABLE, FAST. Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Check 35.

SIXTY YEARS OF EXPERIENCE in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 36.

SPEED UP LABEL PASTING more than 50% with this semi-automatic feed label paster. Check 37.

CAR LEASING is the ANSWER to all your fleet needs!

- FREES capital
- ELIMINATES repairs, maintenance, insurance
- SAVES time and effort
- BOOSTS company prestige, employee morale
- SIMPLIFIES tax problems

and . . .

thru COMMERCIAL LEASING IT COSTS YOU LESS TO LEASE BRAND NEW 1960 AUTOMOBILES IN THE CHICAGOLAND AREA

COMMERCIAL LEASING
5711 S. Western Avenue
Call PROSPECT 8-0900
Ask for Mr. Walter



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May, 1960

AUTOMATIC TACKERS end snags and costly tie-ups in the shipping room caused by clumsy label tacking. Check 38.

SPEED SHIPPING ROOM PROCEDURES with these handy label gluers. Check 39.

FROM THE SEA TO THE SEAWAY, this motor carrier will haul your goods all the way. Details? Check 40.

99.5% CLAIM-FREE SHIPMENTS. And 8 out of 10 claims settled in 30 days. It's done by staff transportation experts who prevent mistakes before they happen. Check 41.

MIDWEST TO KNOXVILLE, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 42.

CAR LEASING could be the answer to your fleet needs. Frees capital, saves time and effort, eliminates repairs and maintenance. Interested? Check 43.

Dominie

(Continued from page 20)

regular carrier, the other carrier can pick it up on the following day. This has enabled us to eliminate the multiplicity of pickups we formerly had in a single day. It has also eased loading congestion."

location important

Continues the Evenflo traffic executive: "We are located in an area, where, in many instances, deliveries are made before pickups. Generally speaking, our pickups are not handled much before 11 AM. Consequently, our program has helped immeasurably in reducing overtime on late pickups, as well as in slashing the number of times we must set up our conveyors to prepare for these loadings."

"At the same time, we have the early morning hours available for special pickups requested by us on particular TL movements. These are always squared away before LTL drivers pull up at 11 AM."

"I am certain that industrial traffic managers can do much to eliminate a number of pickups by various carriers for the same points. This will boost their shipping operations significantly. It will also help carriers to maintain efficient pickup service."

"Mr. Dominie, I certainly appreciate your fine article each month."

NEWEST - FASTEST!

STENCILING METHOD



■ **THREE TIMES FASTER** than brushing or spraying for production stenciling of cartons and boxes.

■ **MOST ECONOMICAL ROLLER METHOD.** ROLL-A-STENCIL INK costs less than 1/3 the price of other roller inks. Available in black and 5 colors.

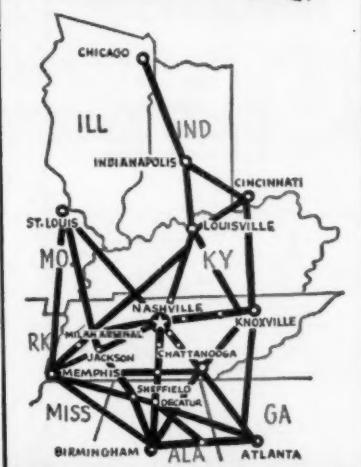
■ **PATENTED TWIN ROLLER DESIGN** gives neat as print stenciled impressions in one fast stroke.

■ **30 SECONDS TO INK** special self contained ink roller. One inking lasts up to 1000 stenciled impressions.

ROLL-A-STENCIL is a proven dependable product . . . WRITE FOR COMPLETE INFORMATION.

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HOOVER
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GENERAL OFFICES
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Exciting and informative! That was the 69th Annual Meeting of the American Warehousemen's Association, held in Bal Harbour (Fla.) on April 25th-28th. Key speakers and their topics included: Dr. Alfred P. Haake, *What's Ahead For Business*; Granville M. Alley, Jr., *Hot Cargo, Secondary Boycotts and the Public Warehouseman*; and C. W. Drake, *What About The Government's Bill of Lading*.

Important traffic-transportation meetings slated for May: the Highway Transportation Congress (sponsor: the National Highway Users Conference) Washington, May 10th-12th, and the Middlewest Shipper-Motor

AS WE GO

Carrier Conference's regular meeting in Denver, May 12th-13th.

Eazor Express has launched a series of double-bottom tandem trailer combination trial runs on the Ohio and Northern Indiana Turnpikes . . . The Motor Carrier Lawyers Association held its 23rd Annual Conference in San Francisco on April 27th-30th. Featured speakers: R. E. Powell, MCLA president; Abe M. Goff, Interstate Commerce Commission; and Bertam Stillwell, ICC Director of Operating Rights.

Advanced containers and improved packaging materials continue to make news. Latest development: the blueprinting, by the St. Regis Paper Company, of a "new and exclusive process for coating kraft paper with polyethylene." The procedure reportedly imparts superior moisture barrier protection to treated sheet and permits economies not possible with conventionally coated kraft papers.

The Greyhound Corporation has stepped up the tempo of its Canadian package express operations, with expanded service to a variety of points in eastern Canada. Coming up later this year: the extension of package express service to western Canada.

Here's the latest on Interstate Motor Lines' soaring export-import activities. The carrier reports that its operations are humming along, thanks to agreements providing for the "directional loading" of containers and through rates to destination cities from Japan, Hong Kong, and the Philippines.

In a move aimed at expediting the handling of the freight it is hauling under its new program, IML has purchased flexible hi-lo hydraulic semi-trailers, tailor-made to the varying loading-unloading needs of West Coast piers.

Says IML vice president Thomas J. Carter: "Imports and exports are a growing factor in our business and our utilization of these trailers is helping to expedite the careful loading and unloading of LTL shipments."

Basically, in operation, the trailer's bed tilts forward, backward, or to either side. Level loading, consequently, is assured, regardless of the loading conditions prevailing. Result? The movement of inbound and outbound shipments is expedited because loading-unloading may be completed quickly, smoothly, and easily. Cargo damage, moreover, is virtually eliminated, since the trailer's bed may be lowered to the ground or leveled with any dock.



POTDEVIN Semi-Automatic Feed Label Paster



POTDEVIN MACHINE CO.
208 North Street • Totowa, N. J.

Designers and manufacturers of equipment for Bag Making, Printing, Counting, Laminating, Gluing and Labeling

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Specify **LIFSCHELTZ** ... and be sure!

PROMPT DAILY PICKUP and DELIVERY

LIFSCHELTZ FAST FREIGHT
FASTEST TO BOTH COASTS!

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TO PRESS . . .

What's what in industrial packaging today? You'll find the answer to this and a whole host of other questions pertaining to the fast moving packaging field in *Industrial Packaging*, written by Walter F. Friedman and Jerome J. Kipnees, and published by John Wiley & Sons. Up-to-date in every respect, clearly written, and completely accurate, *Industrial Packaging* is one of the finest studies of its type ever published. Topics covered include: corrugated and solid fibreboard containers; nailed wooden boxes; wire-bounds; wrapping, barrier, and cushioning materials; and marking, labeling, and coding methods, materials, and equipment.

Object: to increase the Denver Chicago Trucking Company's share of U. S.-bound import freight from the Far East and other global points. Method: a round-the-world tour by D-C vice president Hugh J. Kolowich and Kenneth Maguire, vice president, director of sales.

Mr. Kolowich and Mr. Maguire are busily contacting officials of import-export firms and are driving for increased tonnage with "single package, ship-truck services." This includes packaging, containerization, pickup in the U. S. via Denver Chicago.

D-C pioneered the move for Far East traffic last year when Mr. Maguire and D-C vice president Kenneth T. Sheehy toured the industrial areas of Japan. Since then, other major carriers have sent representatives on similar missions to the Far East.

"On our current trip," reports Maguire, "we are paying a return visit to our Japanese contacts. In addition, we will call on trading houses, brokers, manufacturers, and steamship companies in the Far East, Middle East, and Europe. So far as we know, this is the first such contact ever made by a U. S. land carrier.

Named general manager of Ringsby Truck Lines' new Bulk Commodity Division, Denver: J. Weston Hall . . . Raymond G. Cox has been boosted to the post of manager of interline sales by the Watson Bros. Transportation Company.

Guest speaker at the 27th Regular Meeting of the Middlewest Shipper-Motor Carrier Conference, slated for Denver on May 12th-13th, will be Major General William S. Stone. General Stone, now superintendent of the U.S. Air Force Academy, is a former commander of the Eastern Transport Air Force.

May, 1960

GOING GREAT GUNS ON EVERY JOB!

HANSEN Automatic TACKERS

The quality construction and good design built into every Hansen Tacker assures the user of long, dependable, time-saving performance. Next time you're in the market, insist on Hansen . . . the lightweight Tackers for heavy weight work.

36 MODELS—80 STAPLE SIZES
SEND FOR free Hansen literature.

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Shipping
Dept. costs!

Glue+Fast
TRADE MARK
LABEL GLUERS

FOR UNGUMMED LABELS TO
CANS, BOTTLES, CARTONS.
Fast! Efficient! Economical!



FREE
TRY IT FOR
10 DAYS
No Obligation
Write today on
your letterhead

GLUE-FAST EQUIPMENT COMPANY, Inc.
9-11 White Street New York 13, N.Y.
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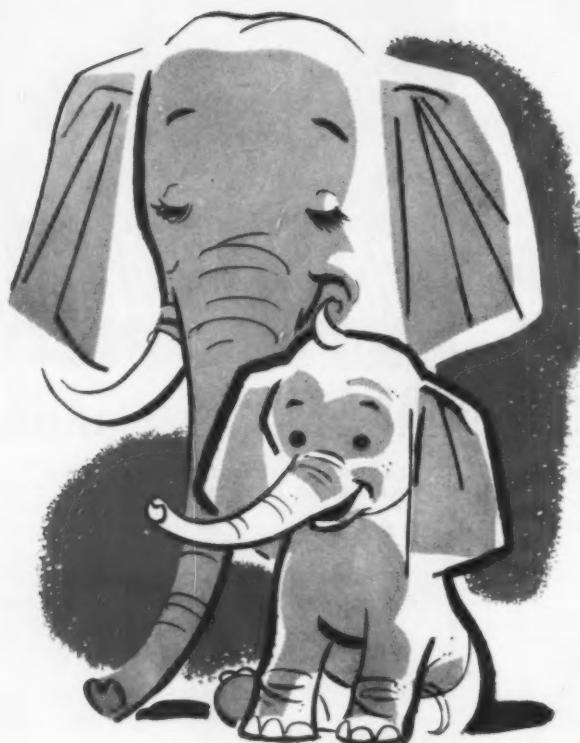
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Under this heading classified advertisements are accepted at the uniform rate of 25 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$5.00.

SITUATIONS WANTED

INDUSTRIAL TRAFFIC MAN with excellent background available. Ambitious family man, 35, with over 10 years' experience, presently employed in traffic analytical work resulting in thousands of transportation dollars saved per month. Willing to relocate and travel. Complete resume available. All inquiries kept confidential. Box 469, SHIPPING MANAGEMENT-NATIONAL HI-WAY SHIPPER, 425 Fourth Ave., New York 16, N.Y.

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**Coordinated communications
assure constant control of cargo.
Experienced, efficient handling
assures safe, speedy delivery.**



When it's LTL . . . it's NTL

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**NORWALK TRUCK LINES, Inc., of Delaware
Operating and Sales, Lancaster, Pa.**

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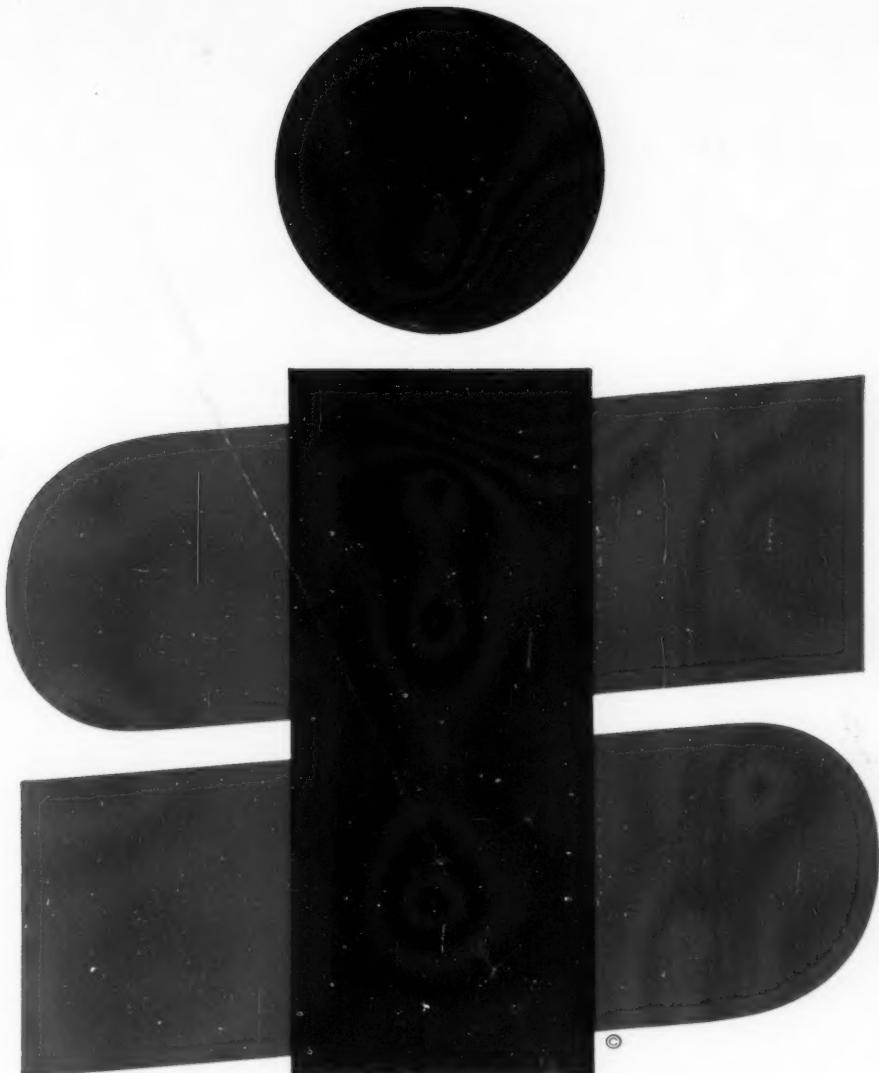
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This is our new trademark. It identifies America's fastest growing motor carrier system. Through 78 terminals, we serve business and industry in over 9,000 points within 24 states. This mark also gives you firm assurance of prompt deliveries — through fast, direct, time-tabled service.

INTERSTATE SYSTEM

MORE THAN A TRUCK LINE

A TRANSPORTATION SYSTEM



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Grand Rapids, Michigan

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ask the man who ships...

about

SUPER SERVICE PEOPLE

Even the finest equipment and service facilities are not as important as **people**.

In the final analysis, it is **people** who help you plan your shipment . . . and who handle, carry, check and record it every step of the way to its destination.

Our people are carefully selected and thoroughly trained to provide Super's high standard of service.

And (so our customers tell us) they are the kind of people you will like to do business with!

Ask the man who ships. Then let us show you how well Super Service . . . and our people . . . can serve **you**.



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